## PRINTERS' INK

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

Vol., CL, No. 12 New York, March 20, 1930

10c A COPY



#### looks two ways

SET UP at the corner of a field, this Roman god of boundaries guarded twice as much territory as any other god.

Like Janus, the advertising prepared for Canada Dry Ginger Ale, Inc., looks two ways. Headline, sub-heads, and logotype give a quick eye impression of the product, for readers who are glancers. The beginning-to-end readers have the complete story . . . a hint of what the product tastes like . . . a suggestion of the associations connected with it . . . and definite reasons for buying this, rather than any other ginger ale.

Canada Dry Ginger Ale sold about 5,000,000 bottles in 1923. In 1929 more than 90,000,000 bottles were sold. Advertising was a part of the selling and merchandising plan which made this result possible.

#### 1

N. W. AYER & SON, INC.

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

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Landon



Prosperity IS and Competition AINT

#### -AGROPOLIS

FOLKS in Agropolis are busy. And they are 30% of the citizens of these United States. They are making more and spending it on the things you sell. Prosperity to them does not mean night clubs and giggle water.

No indeed! They are building better homes and

barns, buying better clothes and cars.

Agropolis is rich rural America. Its people

Agropolis is rich rural America. Its people dress up, go places and do things. They have leisure—and use it profitably. They read. The farm paper is their newspaper. And that is where you can tell them and sell them.

The Standard Farm Papers go into 2,000,000 prosperous AGROPOLIS homes. Here competition is not intense. Your ad will reach an audience that has purchased more merchandise, exclusively, from the printed page than any other group in America.

Your sales problem is national—but your dealer's is always local— The Standard Farm Papers meet both!

Wallaces' Farmer and Iowa Homestead Prairie Farmer The Farmer-Farm Stock, & Home, St. Paul The Nebraska Farmer

Hoard's Dairyman Breeder's Gazette The American Agriculturist The Progressive Farmer

#### The STANDARD FARM UNIT

One order-one billing

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue CHICAGO—C. L. Burlingham, Western Manager, 307 North Michigan Avenue SAN FRANCISCO—1112 Hearst Building

Issued Publish June 29 Vot. (

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## PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

New York, March 20, 1930

#### An Answer to: "—But Everybody Knows My Product"

How Agency Executives Can Explode This Objection to Advertising

By Frank A. Whipple

Vice-President, Charles W. Hoyt Company, Inc. (Advertising Agency)

THE advertising agency

is to develop new adver-tisers and retain old ones

runs up against one argu-

ment time and time again.

The refrain, as sung by the

manufacturer, begins thus:

"But everybody knows all

How is that objection to

advertising, to increased ad-

vertising, and to continuity

in advertising, best answered? It is usually advanced in all sincerity. The

manufacturer is so close to

his proposition that he hon-

estly believes everybody

knows all about the prod-

uct or line he makes. It is

no easy matter to convince

him that his point of view

is wrong.

about my product."

executive whose job it

"HOW are you, Gene, old boy? I haven't seen you for a dog's age," hailed an enthusiastic young man as he grasped Mr. Tun-

ey's hand.

"How-how are Mr. you?" said Tunney, trying to be cordial, all the time hoping that a miracle would happen and that he could place the fellow. Finally in a half apologetic manner he said, "I'm afraid you have the advantage of me. I can't seem to place you."

"Oh, don't you remember me? Why I was the fellow in the brown derby in the second row when you fought Dempin Philadel-

cal-

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Avenue

It is extremely unlikely that any such incident ever

occurred. It is even more unlikely that any citizen of average intelligence would make any such assumption. But is it so improbable after all? Aren't there people all around us making mistakes no less ridiculous than this?

For example, many a manufacturer is continually holding out his hand to the American public, only to be painfully surprised and even aggrieved that it isn't grasped any more often.

Just why does the average manufacturer almost always assume that the public knows so much

more about, and is so much more interested in, his product than is really the case? Of course, there

is the man who expresses this belief as an excuse to cover up the real reason which he is unwilling or ashamed to admit. But for the man who is honest there seems to be two good and sufficient reasons for this belief. One is a rea-son of the heart and the other of the head.

To begin with, the development of his business and the making of his product is often,

without exception the most im-portant interest in his life. He understands all about it and be-lieves in it implicitly.

has nursed his product through all of its adolescent troubles. It was perhaps originally conceived in his own brain. It is as much his own and means as much to him as his own flesh and blood-yes, and sometimes more.

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How, he wonders, can anyone else in his right mind help but feel the

In the second place, the sources from which he obtains his limited knowledge of public acceptance are, to say the least, prejudiced in his favor. His salesmen, to some extent, share his enthusiasm, or they wouldn't be good salesmen. Buyers of trade outlets are at least familiar with his concern and what it makes. If a salesman does complain about the product or its standing, he discounts the criticism as a salesman's natural alibi.

Aren't we all more or less like that anyway? We have our pet hobbies and our pet aversions, and we believe and remember the things we like to hear. Much of our faith cannot be justified by logic and we know it; but we believe just the same.

If you, as a salesman of advertising, attempt to convince this man that his product is no better than many others on the market and that life, liberty and the pursuit of happiness are possible without a knowledge of it, you stand little chance of success. And what's more, if you should succeed in raising too many doubts in the manufacturer's mind, you are in danger of destroying that faith and confidence which still play so large a part in every notable achievement.

You might as well attempt to convince a fond parent that his only son is but an average boy and in no way unusual. You may know that to be the case, especially when you compare him with your own son, but you cannot sell the idea; and even if you could, it wouldn't do any good. It would probably do some harm.

Occasionally, the handicap of parental pride may be changed from a liability to an asset. What more noble purpose than to broadcast over and over again to a long suffering world the virtues of his product? There may still be a few people who are even now in ignorance and it is the maker's duty to help them.

to help them.
"But," you say, "no rational business man would take that view."
Ah! but we are not talking about
the hard-hearted unsentimental ex-

ecutive. That kind of a man seldom fools himself into believing that the public is loyal to him for life. He knows its fickle nature, and if he can use it, he buys advertising. It doesn't have to be sold to him.

So, to begin with, you had best accept, even if with reservations, the manufacturer's own somewhat exaggerated opinion of his product. But from there on it is generally possible to appeal to logic and reason.

If the source of his trade information is biased, it is usually possible for you to obtain facts and figures which should convince him of this fact. His own sales figures over a period of years may, in themselves, supply all the ammunition necessary to convince him of a need for more intensive advertising and sales efforts. Government statistics are today much more complete than ever before. Corporations are publishing figures of sales and profits that years ago would never have been divulged. It is possible to chart with reasonable accuracy the progress of the industry as a whole and compare his record with that. It is often more convincing to point to the record of the leader in the industry, unless that leader is so outstanding in size as to make such a comparison unwise or unjust.

#### Let the Manufacturer Do Some Investigating

Sometimes it is possible to reach an agreement whereby a consumer research can be conducted which will be sufficiently extensive to enable you to draw conclusions that will be at least partially convincing. In fact, it would not be a bad idea to suggest that the manufacturer himself try his hand at consumer research by taking a trip out into the field, not as John Smith, president, but as John Smith, consumer. Let him visit, not the store buyer, but the seller. And above all, have him keep his identity a secret. If he will question sales clerks and potential customers on the streets or in their homes, he will come home somewhat sadder perhaps but also much wiser.

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## Quality writers make a quality magazine

#### Honoré Willsie Morrow

Author of those two great Lincoln stories, "Forever Free".. "With Malice Towards None".

Mrs. Morrow has a page in every issue of the NEW Christian Herald.

#### **Seth Parker**

His "Sunday Evening at Seth Parker's" is broadcasted over 22 stations of the Red Network. Seth Parker has a "column" in every issue of the NEW Christian Herald.

#### **Margaret Sangster**

Regular contributor to Good Housekeeping, Delineator and the other women's magazines. Miss Sangster contributes an article a month to the NEW Christian Herald.

#### S. Parkes Cadman

His talks to millions over the radio every Sunday afternoon have made him a national figure.

Dr. Cadman is chief contributing editor of the NEW Christian Herald.

#### **Tom Masson**

Famous book critic. His broadcast on "books of the week" gives him a national following. Mr. Masson writes an article a month on books and their makers for the NEW Christian Herald.

#### Daniel A. Poling

His "hook-up" of 23 radio stations carries his message to all corners of the country. Dr. Poling is Editor-in-Chief of the NEW Christian Herald.

#### **Stanley High**

Contributor to the leading magasines and nationally known lecturer and writer. Stanley High is Editor of the NEW Christian Herald.

## Christian **H**erald

GRAHAM PATTERSON Vice-President J. PAUL MAYNARD Advertising Manager would try this, there would be less conflict between the point of view of the agency and the client. There would be fewer advertisements with pictures of the factory and more copy telling the things the consumer wants to know.

But to return to the argument. Admit for a moment, if you wish, that the public is and has been long familiar with the name of his product, but ask him if anyone really knows why he should-use it. Perhaps he will tell you that he doesn't care as long as he does use it; and, if taste or style preference alone is important, he may be right. But, although all of us do many things because we want to and buy objects because we like them, most of us like to believe, whether it is true or not, that we have reasons for so doing. Advertising today furnishes us all with many good and sufficient reasons to justify their selection by those who have not yet tried them.

In these days of intensive competition, the decision to reject or purchase an article may rest on some small and apparently unimportant factor, and that factor might be a simple statement in an advertisement which leads us habitually to use a new product, which (although possibly no more pleasing or satisfying than the old one), seems to have a better excuse for existence.

Now, when one can expect little in the way of a detailed selling talk on the part of the average sales clerk, the printed page is almost the only medium left through which reasons can be given why a product is useful, superior, or much to be desired.

Again, it is a generally accepted fact that on the average a manufacturer's market turns over completely every ten or eleven years. Approximately 2,000,000 individuals are reaching positions of important buying power every year. What is he doing to reach them before a rival concern implants in their growing minds a preference for some other product? What is he doing to provide new customers for the million and a quarter logical customers who are passing out

of the market every year? Young people think for themselves today and we imagine they always have, although their acts are probably less often controlled by parents today than ever before. Just because father or mother has for years used a certain product is by momeans assurance that son or daughter will for that reason adopt it.

If all arguments pertaining to his own product, his own business, or his own industry fail to move him, it is not difficult for you to point to record after record of more prominent concerns that also thought their positions impregnable and are today either unheard of or relatively unimportant.

To be sure there may be here and there an exception, but by and large the record is too overwhelmingly conclusive to admit of argu-

You can also state without fear of contradiction that it is infinitely more difficult to bring back into public favor a former favorite than to elevate to the same point of popularity an entirely new product.

It is perhaps well to state here and now that at no time in this discussion am I referring to the raw product or "border-line" product which advertising may or may not benefit, but only to consumer advertising for the branded consumer article.

sumer article.

And in order to forestall the objection of the proverbial communication writer, let me also state what should be obvious, that advertising alone will seldom keep any product ahead of all competitors. There are many other factors which must be favorable before advertising can do its best work. It is also a well recognized fact that any product which cannot at least to some degree succeed without advertising has slight chance for success with it. Advertising is not a means for promoting the successful all of the product, but merely a method for hastening the growth

of a worthy one.

Finally, there are three groups of executives who believe their products to be well known to the

(Continued on page 154)

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Pete dent, I swell c first a picked he says with th use this and turn the way the new Barron'

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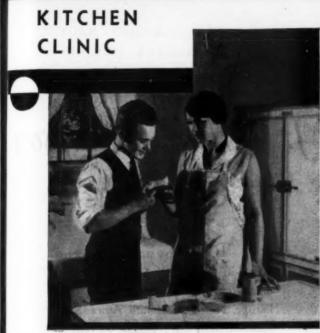
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THOSE old can-openers will slip once in a while, and Mrs. Tupper has never mastered the art of binding up her own thumb.

Pete is sorry about the accident, but it does give him a swell chance to demonstrate his first aid. "Here's a trick I picked up at camp last summer," he says. "We swab out the cut with this antiseptic... then we use this special kind of bandage, and turn it that way...so. By the way, Mom, you should see thenew-fangled can-opener Tom Barron's mother is using."...

Pete knows this, and that, and other things. He fixes the doorbell, puts in a new floor-plug, builds a kitchen shelf, repairs the radio, and spends a generous portion of his busy

days pushing modern merchandise of every description. "Where do you learn all these things, Peter?" asks his mother. "Oh, just around," says Pete.

Over 700,000 like him read THE AMERICAN BOY every month. 85% are of high-school age or older. Man-sized, man-minded. Their families respect their opinions and judgments. Consider what their influence is worth to you—if they choose to swing it in your behalf! Advertise to them in their favorite magazine. June forms close April 10th.

American Boy
Detroit

Me A YOUTHS COMPANION BOY
Michigan

# J. Walter Thompson Company

Through five strategically located offices in the United States and fifteen offices in other countries which cover Europe, North and South Africa, South America, India and Australia, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 1,418,000,000



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LATI

MONTREAL · Dominion Square Building

LONDON · Bush House, Aldwych, W. C. 2

PARIS · 12 Boulevard de la Madeleine

MADRID · Plaza del Callao, 4

STOCKHOLM · Kungsgatan 39

COPENHAGEN · Axelborg

BERLIN · Unter Den Linden 39

ANTWERP · 115 Avenue de France

WARSAW · Czackiego 17

ALEXANDRIA · 27 Rue Cherif Pacha
PORT ELIZABETH · South Africa · Netherlands Bank Building

BUENOS AIRES · Argentina · 50 Calle San Martin SAO PAULO · Brazil · Praça Ramos Azevedo 16

BOMBAY · Asian Building, Ballard Estate

SYDNEY · Australia · Asbestos House, 65 York Street

LATIN-AMERICAN & FAR EASTERN DIVISION

New York Office

#### Frank Statement—or Lobbying?

Big Business Should Not Be Too Dignified to Advertise Its Case

#### By John Lee Mahin

UDGING by the testi-mony before the Senate

lobby committee, the lobby-

ist is considered to be pretty

much of a necessity by the

majority of our larger cor-

porations and a great many

offers evidence of the use-

lessness of these paid legis-lation swayers. Why employ

a lobbyist, he asks, when ad-

vertising will do the job

In this article Mr. Mahin

of the smaller ones.

for you?

UDGING

HE New York Telephone Company recently announced an increase in rates.

In a letter addressed to subscribers, the president, J. S. McCulloh, emphasized:

First: That \$120,000,000 would

be required to carry out the company's construction and service improvement program.

Second: That a large amount of

new capital must be attracted each

year from the investment public to enable the telephone company to expand and improve the service, and this money will be invested elsewhere unless the company can charge enough to show a safe profit.

Third: That inadequate revenues mean inferior ser-vice which if conwould tinued be more costly to the

public than the rates necessary to insure good service.

The newspapers immediately gave front page stories to people who denounced the effort of the telephone company to increase its rates.

The telephone company has done nothing more than the original statement of its president "to sell" the public on the idea that what it wishes to do should have public

The New York Times recently published an editorial entitled, "The Lingo of the Lobbyists," in which was shown the amount of money wasted by large corpora-tions that employ "lobbyists" to accomplish by devious and subterranean methods what could be much better done by frankness.

The men who best serve any large institution at Washington or at our State capitals are those who are so imbued with the idea that

public service is the basis of all worth-while prosperity that they will not discredit their employers by methods which arouse suspicion regarding their motives.

Such men are most successful when they are frank, open and straightforward in their methods.

To illustrate: When there was a strike in Akron, Ohio, in the tiremaking industry, James M. Cox, Governor of Ohio, appointed a

committee to investigate the situation and delegated as chairman the secretary of a labor organization.

At that time I was handling the advertising for the B. F. Goodrich Company, and offered my services in giving out publicity concerning the strike.

The Goodrich officials were amused at first with my of-

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I took the position that at I was paid to help the Goodrich company build a good-will value for all its products, I should not overlook any opportunity by which I could serve it.

One of the officials jokingly remarked that the only thing I might do was to see Governor Cox an find out how badly the rubber in terests would be "roasted" in the report of the committee he ha appointed.

He was amazed when I calmly stated his suggestion was a goo one and that I would gladly go Columbus and see the Governor I was impressed with the fact that if I did so, I must go wholly my own initiative.

When I saw Governor Cox a Columbus, I frankly explained that I was employed by the B. F. Goo rich Company to present everythin this company did in the most fa

Whenever you see a Model A Ford



remember this

The cash which the farmers of Iowa received for their 1929 grain and live stock production was enough to have purchased the entire output of the Ford Motor Company for last year —1,913,324 Fords.

Business conditions are favorable in Iowa. Iowa people are newspaper readers with Des Moines newspapers their favorites.

In fact, two out of every three families—farmers as well as town people—in the center two-thirds of Iowa read

The Des Moines Register and Tribune

Daily Circulation more than 240,000 copies

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F. Good verythin most fa vorable light to the public. Naturally, I did not wish my work to be nullified by a legislative committee report, and if it were possible to find out when the report would be presented and what it would cover, I might be able to soften the blow with a straightforward statement by the Goodrich company which would be prominently displayed in the advertising columns of many of the leading newspapers.

Governor Cox asked me to call

again the next morning.

When I did so he said the committee had met in his office at

midnight.

The committee had decided that the word "strike" would not appear in its report. The report would not be made public until after the legislature adjourned. There had been a flood in Dayton and Columbus since the committee had been appointed and the feelings which the "strike" had aroused were largely changed by the neighborly acts of the whole State.

Governor Cox then told me that the "safest graft" was that of the lobbyists who promised to kill legislation. Only 10 per cent of all bills ever introduced are passed. It's easy to have a bill introduced and therewith give the "killer" a chance to claim he had done some-

thing

The corporations that fell for such lobbying were known as "easy marks" and invited rather than repelled attacks by those who were capable of such procedure.

The American people directly and through legislation will respond more readily to the big corporations which are managed by men who believe public service alone justifies their existence and who will frankly ask for what they are entitled to without employing the devious methods of subterranean lobbyists.

The best insurance any corporation can have at Washington or at any of the State capitals is to maintain a consistent advertising

campaign.

There is nothing coercive about an advertisement. Its value depends upon the voluntary (usually unconscious) reaction of the people who read it.

The corporation which continually seeks to establish "seller' markets," by presenting products or their services to people who can use them, can always count on its representatives getting a fair hearing when any legislative action affecting the corporation is being considered.

Free speech is absolutely essential to the dissemination of new

ideas.

Progress depends absolutely upon a continuous supply of new ideas.

This is an advertising age, and the people in responding to advertisements give the finest demonstration of the effect of leadership that is non-coercive in every possible degree.

There is nothing about an advertisement that forces anyone to act in accordance with the wish

of the advertiser.

The advertiser must make his presentation so attractive, so logical, so plausible, so pleasing, that the people who respond to it do so feeling that they act wholly on their own volition.

The more competition in the presentation of ideas by those who wish the people to adopt them, the better off the people themselves will be.

Their faculties of discrimination will be cultivated to the highest possible point.

The people themselves can be trusted to act in accordance with the best presentation made to them.

The best way for the head of any large corporation to get a group of people to look at things the way he wants them to is to present his own ideas so logically, so forcefully, so acceptably, plausibly and frequently that the people will go with him rather than with those whose ideas are contrary.

#### J. V. Gartlan to Direct Pinaud Sales

Joseph Vincent Gartlan, New York representative of Pinaud, Inc., of that city, cosmetics and perfumes, has been appointed sales manager of the American branch, effective April 1. He has been associated with the Pinaud concent for the last thirty-two years.

Read by

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20, 1930

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## SELLING ILWAUKEE at ONE LOW COST

ATOTAL of 438 national accounts used The Journal exclusively in Milwaukee during 1929. Here are a few such advertisers in addition to those listed in the past three issues --



International Shoe Co. Enna Jettick Shoes U. S. Gaytees Goodrich Zippers **Hickory Products** Holeproof Hosiery Co. Kayser Hosiery Co.

All Year Club, So. Cal. Thos. Cook & Son Guild Travel Tours Cosmopolitan Tours American Express Co. Canada S. S. Lines Canadian Cunard

Great White Fleet Holland Amer, Lines Panama Pacific Lines Los Angeles S. S. Co.

Electrolux Bond Electric Corp. Graybar Electric Co. Hamilton Beach Co. Hoover Cleaners Kelvinator Sales Corp. Thor Washer Hot Point Iron A B C Spinner Washer Automatic Washer

Hundreds of the most successful advertisers in all lines of business have proven that a Number 1 schedule in The Journal exclusively, builds maximum sales in the Milwaukee-Wisconsin market at the lowest total cost and the lowest cost per unit of sale. Get all the facts I

THE MILWAUKEE JOURNAL

FIRST BY MERIT

led by More Than Four Out of five Milwaukee Families

Black and White -- Four Color --Ratogravure -- Colorato -- Radiotime

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Direct

New York has been

the Amer-1. He has

## 2,500,00



#### ADVERTISING REPRESENTATIVES:

NEW YORK John B. Woodward, Inc. 110 E. 42d St.

DETROIT
Joseph R. Scolaro
3-241 General Motors
Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat'l
Bank Bidg.

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ATLANTA
A. D. Grant
711-712 Glenn Bldg.

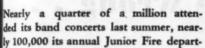
Member of the 100,000 Group of American Cities

## ONTACTS



Through its various service agencies and special service projects, other than the paper itself, The Chicago Daily News established more than

two and a half million contacts with its readers during 1929.



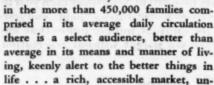


ment demonstration, more than 80,000 its Cooking schools. More than 490,000 viewed and 9,000 entered its many special athletic competitions, its two personal service bureaus served nearly 600,000—890,000 mail contacts were

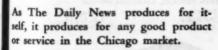
made by its editorial service departments, 160,000 by WMAQ, its radio station.



This meeting of newspaper and readers has convinced The Daily News that



usually responsive to the editorial and advertising appeal in its columns.





TICAGO DAILY NEWS

Chicago's Home Newspaper

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## 450 local advertisers can't be wrong . . .

If space buyers had no other means of measuring the advertising merit of The News... the emphatic endorsement local merchants have given it for more than 35 years would furnish an infallible guide to sound space investment.

Last year, for example, local display advertisers bought in The News's 6 issues each week, 62% MORE space than in the second paper with 7 issues a week. . . . And 124% MORE linage than in the third paper.

The money invested in News space each year by local advertisers constitutes a "paid" endorsement of its unusual pulling power that any space buyer can accept without reservation.



#### Chains Will Fight by Using More and Better Advertising

They Believe in the Economic Soundness of Their Stand, But Do Not Under-rate the Present Agitation

An Interview by G. A. Nichols with

#### F. H. Massmann

Vice-President, National Tea Company

"IF you have noticed the local newspaper advertising done by grocery chain stores during the last few weeks," F. H. Massmann, vice-president of the Na-tional Tea Company, told me the other day, "you have seen that it contains much more of the institutional element than formerlyalso that it occupies larger space. During forthcoming weeks and months I believe you will see a still greater development in both of these directions. In other words more advertising will be done and more attention will be given to disseminating, in words, the economic chain-store story-a story that is already being forcefully told by prices. The chain advertising program will be increasingly aggressive with the object of retaining and cultivating present customers and gaining new ones. "This, I think, is the answer to

the assertion that the chain-store systems are under-estimating the possible consequences of the present emotional propaganda that is being carried on against them so vigorously—and, I might add, so unfairly. I am in no sense presuming to act as a spokesman for the chains in general; what I am saying here has specific reference to the plans and attitude of the National Tea Company. But, in my capacity as chairman of the executive committee of the Na-tional Chain Store Association I am in a position to know what other managements are thinking about also. I feel I am interpreting the general sentiment accurately therefore when I say that the chains are by no means be-littling the greatly intensified effort to manufacture hostile public sentiment toward them. They fully recognize the utter futility of taking refuge in the undeniable fact that the charges against them are untrue, preposterous and absurd-and of complacently believing that right is going to prevail merely be-

cause it is right.

"If this agitation keeps up you are likely to see another significant development in addition to the change in the advertising theme. The chain stores may decide to grow out of their present limitations as cash and carry estab-lishments and enter the field of service retailing. If they do this they will be even more aggressive competition for the independent retailer; and that competition, as is the present, will be strictly upon an economic basis with the bulk of the business going to the one who can perform the best and the most useful service to the consumer.

Mr. Massmann thinks it was inevitable that the fight against the chain stores should reach its pres-

ent apparent climax.

#### New Things Are Always Opposed

"All through the ages to the recent centuries," he said, "and particularly during the last two hundred years when extraordinary strides in mechanical, chemical and other practical inventions were made, every evolution of the old order of things was strenuously opposed. Railroads and steamboats, gas light and electric light, cloth weaving looms, great labor-saving machinery and devices—all these were vigorously fought and in many instances serious conflicts in hany instances serious connicts resulted. In England the introduction of power looms caused rioting and the burning of the machines which had been put into operation. All these things, however, were for the good of the people and tended to elevate their

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standard of living. And in the end selfish opposition did not prevail against them any more than it will now prevail against the chains. The consumer, you must remember, is the one who is going to decide this thing; and the consumer is not going to be influenced to any great extent by sentiment in buying.

"Even so, the chains cannot af-ford to sit back complacently in the thought that an adequate conception of the chain store's place in the economic set-up will eventually filter into the consumer's mind more or less automaticallywhich it probably would at that. Theoretically a presentation of known merchandise and the moneysaving prices thereon is sufficient. This, in truth, will go a long way; but there must and will be more stress laid upon the institutional phase of chain-store advertising to the end that the people may be able to see how vapid and how foolish is the anti-chain store propaganda now being waged.

"It has been suggested that the National Chain Store Association should carry on a defensive, or at any rate an explanatory, advertising program with the object of driving home in a general way the chain store's advantage to the con-This unquestionably has sumer. strong arguments in its favor, and perhaps it will be done: I don't know. Meanwhile chain-store operators, fully realizing that they have a fight on their hands, seem to regard the situation as one calling for the intensification and enlargement of individual advertis-ing effort. This is why I say that you are going to see a rather radical change in the chain-store

newspaper advertising tempo."

I asked Mr. Massmann how the chains, including his own company, thought they were going to be able to combat emotionalism of the W. K. Henderson et al. type with a sane and dignified presentation of facts and values. The chains obviously would not stoop to borrowing from Mr. Henderson's rather lurid vocabulary to the extent of calling him and his satellites polecats, rats, loafers and so on—which names, now being

directed against the chains and dressed up in entertaining language, seemed to have caught the popular fancy. But if this was the stuff that was creating such a serious situation for the chains, how could the chains find an equally attractive and effective theme?

"I most positively do not agree with those people," Mr. Massmann replied "who say that people do not think, do not weigh values, are not merchandisingly alive. The people of this country know a great deal more about merchandise than they are given credit for. They have got this way because of the necessity of making their dollars stretch to the utmost.

#### Will Turn Agitation into a Benefit

"I declare to you, then, that the chain stores are going to be able to turn all this present picturesque agitation into a benefit rather than a detriment. I say this in full recognition of the fact that it is hard, if not impossible, to catch a lie after it gets started. There are plenty of reactions of this kind to Mr. Henderson's radio exhortations which I could mention."

Mr. Massmann's opinion of the average consumer's mental and discriminating capacity being what it is, it is not strange that he should believe the chains are going to be able to advertise into the popular consciousness a recognition of how they have unquestionably elevated the standards of retailing. He has been engaged in the grocery business practically all his life-starting as a delivery boy when he was barely old enough to drive a horse and becoming successively clerk, retailer, wholesaler chain-store operator. knows from personal experience what retailing conditions were forty years ago and can accurately contrast them with those of the

"In the old days," he said, "when Chicago's so-called Gold Coast was limited to the few blocks between Chicago Avenue and the south boundary of Lincoln Park, I delivered groceries for a dealer on Chicago Avenue—then the leading business street of the North

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Side-who had most of the exclusive trade in the district. One of our customers, I remember, was Potter Palmer, and I delivered groceries to his palace on the Lake front, which was then one of the show places of the nation.

"But in this store, despite its high standing, a bag of roasted coffee was placed between the kerosene tank and the vinegar barrel, and of course absorbed the odors from each to the consequent detriment of the coffee aroma and taste. Furthermore the coffee out of that bag would be placed in bins and a different price and quality tag attached to each bin. If a store of that character would do such things, you could well imagine the condition in lesser establishments. My employer was rather a better merchant than the others, if anything; he was simply functioning in accordance with the standard that then existed.

"Conditions of which these were typical gave the chain stores their chance. Mr. Rasmussen, now president of the National Tea Company, informed me one day that he was going to open two stores selling tea and coffee, spices and extracts, butter and eggs-the items with which the then grocery stores were the most careless. With his fresh and clean merchandise, properly handled and fairly priced, he met a quick success. And then he concluded that if such methods worked so well in those lines they would be equally efficacious in a general grocery stock. Hence there was a rather rapid evolution of tea and coffee stores into completely stocked grocery stores. Similar processes, I be-lieve, were gone through in the organization of other chains.

"What did all this do for the consumer and for merchandising itself? You have the answer as you look around you and see the wide contrast between the grocery stores of today and those of then. Many stores have been quick to follow the example thus set.

"One great contribution of the chain store to the consumer of today is the effect it has had in lowering prices in all stores (I am referring here specifically, of

course, to the grocery field) including the so-called independently owned establishments. But, on account of its more economical distribution system, including the cash and carry idea as opposed to service retailing, the price advantage is still decidedly with the chains. This price advantage is variously estimated at from 10 to 13 per cent in favor of the chain. Suppose we put it at 10 per cent, and we can bring out some statistics that will confound the argument of chain-store enemies that chain-store merchandising is wrecking the small town to the consequent enrichment of some imaginary feudal barons in Wall Street.

"Let us take as an illustration a town consisting of a thousand families, each expending \$800 a year for groceries on which they are able to save 10 per cent or \$80. The saving to these thousand families for the year would be \$80,000. All of this saving is left with the consumer with which to purchase from the jeweler, the clothier, the theatre, the builder, the banker, or to use it in whatever

manner she wishes. "This additional

purchasing power on the part of the consumer not only aids the various dealers in the town but also the manufacturer who produced the merchandise thus purchased by the savings made on groceries. difference in chain-store distribution of the necessities of life and the old system of distribution through wholesaler and independent grocer is this:

merchandise has brought into the town from the outside in both cases. It has been sold and the cost of the article has been remitted to the producer. On account of the economical method of distribution, the chain store has saved the consumers \$80,000. Both the independent and the chain store

have their profits. "Even if we were to concede that all of the chain store net profits, which in the grocery field are somewhere around 23/4 cent, are sent out of town, and the independent grocer leaves all of his in town, the chain store has left 71/4 per cent of the 10 per

cent saved to the consumer. That is \$58,000 more left in the town, in the possession of the consumer, than the independent merchant was able to retain in his town unless he exacted a greater net profit."

The strength of the chain store's position in this respect, Mr. Massmann thinks, is demonstrated clearly by the fact that its opponents assail it with abuse rather than logic and figures. Isolated incidents are eagerly pounced upon, distorted and magnified and are then said to be indicative of chain methods in general.

For example, a National Teastore manager in Minneapolis was fined \$20 by a local court on charges of using a preparation on his fresh meats to make them have a vivid red color. This episode was the occasion for a broadcast from Mr. Henderson's radio station to the effect that the chain stores were selling tainted meats—"rotten" was the word he used—and using preservatives to disguise their real nature.

#### How the Story Started

The facts are that four independent retailers on the same street were arrested on the same charge and each fined \$20. The prepara-tion in question, it is said, has nothing to do with preserving meats; it is a harmless chemical which produces the red color and does not penetrate beneath the surface. The chain-store management, however, absolutely prohibits its use and employees are sharply disciplined whenever the order is disobeyed. The Minneapolis man, to his consequent discomfiture, broke the rule evidently in a weak effort to have as goodlooking meats as those offered by his competitors; and then all chain store meats were at once branded as being "rotten." In none of the five stores, including the four independents, were inferior meats sold, and the Minneapolis authorities did not so allege.

"It is obviously better advertising," Mr. Massmann said, "for the chains to emphasize the economic strength of their merchandising idea than to answer a lot of untrue, exaggerated and vicious charges. In other words their story to the consumer should consist of what they are doing rather than of what they are not doing.

"Our own company has been strongly urged by outside interests to let them do a job for us in combating this propaganda which has resulted in the establishment of many local organizations, particularly in the Central West and South, whose avowed object is to 'save' the home town. The agitation seems to be not quite so loud along the Atlantic seaboard and the Pacific Coast-one reason presumably being that fewer people in those comparatively distant sections tune in on the Shreveport broadcasts. The advertising people who have approached us offer to compile pro-chain store propa-ganda in 'newspaper' form which we could purchase and distribute through our stores.

"I cannot see the value of this kind of advertising. Our stores have a strictly economic story to tell—one having to do with the highest class merchandise sold at money-saving prices. These are the things in which the consumer is interested, and if they are set forth in a dignified way in real newspaper space, with more use of the institutional element which I have already suggested, the consumer is sure to get the idea.

"The National Tea Company's plan (the system consists of 1.642 stores, including Piggly-Wiggly units) is to let the other side employ the vituperation and the emotionalism, while we shall stick to facts. We shall advertise our values, tell why we are able to give them and how we have affected the entire merchandising structure for the better. And the consumers will be responsive; they are not nearly so emotional as they are accused of being. Whatever may be their alleged deficiencies in thinking processes, their discernment is clear and accurate when it comes to buying the necessities of life. Making a living is so serious an operation that it would be strange indeed if they approached their buying problems in other than rather a hard-boiled manner."

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he average daily net paid circulation of the New York Evening Journal for the month of February, 1930.....

652,717

This is an average daily net paid GAIN over the same month last year of . . . . . . .

23.016

The New York Evening Journal has MORE than DOUBLE the circulation of any other New York standard evening newspaper and the largest evening news-

paper circulation in America. Metropolitan New Yorkers like the Evening Journal as a home newspaper. They like it 23,016 copies better in 1930 than in 1929.

NEW YORK EVENING JOURNAL

Represented nationally by the Rodney E. Boone Organization

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Think of the color that has come into our lives in the past few years. Kitchen, sun porch, bedroom, attic—knives, bread boxes, automobiles and what not. Color everywhere all from the rainbows canned by dozens of manufacturers.

The paint folks aren't through with that job yet. The things they are doing and the dreams they are dreaming will change the drab to mandarin red and the ordinary to delft blue.

NEWSDADER ADVERTISH

O. 1030

The Boone Man knows the story of paint successes in his ten great markets and is anxious to help with his knowledge, in the job of making us all even more color conscious. Because he comes to you with a wealth of market data and yet is sympathetic to your particular situation you can expect tangible assistance from a discussion with the Boone Man.



#### RODNEY E. BOONE ORGANIZATION

CHICAGO Hearst Bldg. NEW YORK CITY

International Magazine Bldg. General Motors Bldg.
57th Street at 8th Avenue

BOSTON Winthrop Square

PHILADELPHIA
Fidelity Philadelphia Trust Bidg.

ROCHESTER, N. Y. Temple Bldg.

New York Journal Boston American Albany Times-Union Rochester Journal Syracuse Journal

Evening

Chicago American Detroit Times Baltimore News Washington Times Milwankee Wisconsin News

Boston Advertiser Albany Times-Union Rochester American

Sunday

Detroit Times Baltimore American Syracuse American

ASED ON SERVICE

### JUST OFF THE PRESS



Thirty-eight pages of vital information for every advertiser in the Detroit market or who hopes to be in this market, with special reference to this year and how to meet its challenge. Below are just a few of the chapters you'll want to file away mentally:

Detroit's Population Characteristics analyzed in detail in view of the latest available statistics

The Detreit Trading Territory what it contains and how to cover it. Industrial Detroit

what this city makes besides automobiles

Motor Industry's Future

Motor Industry's Future an authoritative chapter based on facts.

Detroit As Aircraft Center what's going on in this new field.

Making Detroit Easier To Sell some well tried methods that prove successful.

If you have not already received a copy, write on your business letter head for one. Do it now.

### The Detroit News

THE HOME NEWSPAPER
New York Office

New York Office

L. A. KLEIN, 50 E. 42nd St.

J. E. LUTZ, 180 No. Michigan

Member of the 100,000 Group of American Cities

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## Getting Dealer Co-operation for White Rose \$1 Sale

The Key Lies in the Salesman and His Ability to Sell an Idea

#### By Eldridge Peterson

DURING the week of February 27 to March 8, Seeman Brothers, New York, conducted their second annual dollar sale, offering through full-page space in New York newspapers and in car cards

and posters, various combinations of White Rose products for \$1.

The difficulties that stand in the way of a wholesaler, who is sponsor of an advertised brand, putting on such a sale come to mind im-mediately. With retailers offering most advertised brands at prices so variant - in some cases even below cost - how can an advertiser get his customers to follow the prices advertised in the sale? Is the time that has to be spent in preparing retail outlets worth the effort? How can retail stocks be so arranged that they will include all the combinations offered in the sale in proper quantities? A sale signifies a reduction in profit. Who is to take this loss? How are

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salesmen to be coached to explain the sale to their trade and be convinced that they should take the time to get retailers ready for the event? These are some of the questions that Seeman Brothers had to answer before attempting this annual event.

This company markets its White Rose line mostly within a radius of some fifty miles from New York. It sells, through its own sales force of over 150 salesmen, direct to the retail trade and also to hotels, institutions, etc. The story behind the annual sale, however, concerns itself only with the retail customers. This set-up, of course,

with a limited area of operation and with a sales organization controlled from central headquarters, works to the advantage of Seeman Brothers in putting over their type of sale.



Full-Page Newspaper Space Featuring Price Was
Used for the \$1 Sale

The basic motive lying behind the annual sale idea is explained by Robert Ensko, in charge of the Seeman sales force, as follows:

"We really had two purposes in putting on our annual sale. First of all, it creates customer goodwill and makes our advertising more effective. The other feature of this sale was that it was a dollar sale, offering for an even dollar various groups in larger quantities than are ordinarily bought by the housewife. This stimulates in the housewife the habit of buying White Rose products in larger units, and increased volume is produced by the sale re-

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ducing costs, thus benefiting the consumer, the retailer and ourselves."

Regarding the question of who assumed the reduction in gross profit that accompanied the sale prices offered, it may be explained that the sale price was set at a figure that would give both the retailer and the company a smaller margin, the increased turnover and quantity of sales produced by the intensive advertising behind the sale being relied upon to make up for the smaller than average profit margin.

To get this idea over to the retailer, however, was a job. It involved a confidence in advertising that in many cases a retailer does not possess. The solution, of course, lay with the White Rose salesmen. Not an easy solution exactly, for it is also a difficult task to explain to salesmen that in the long rum the time spent in convincing the dealer to back up the sale would be time well spent.

Now a salesman, whose work is judged by the amount of goods sold, is going to insist that his job is selling goods, not ideas. This is undoubtedly true, except where selling ideas are eventually going to sell not only goods, but more Figures on Mr. Ensko's desk will show that those salesmen who entered into the spirit of the sale and got aboard the "sale' boat, so to speak, have reaped two advantages. First, those who most successfully pushed the sale idea have increased their sales over last year by 5 per cent, whereas the rest showed a slight decrease; and, second, the first group are now getting the benefit of repeat orders as White Rose goods moved off the shelves by the sale are being replenished.

The six weeks in which Seeman Brothers prepared for the sale made it possible for the salesmen to make two or three calls on the trade during which they could explain the sale and convince the retailer of the benefits of getting behind it by dressing up windows and of stocking up. These dealers had been prepared for the salesman's explanation by means of a broadside sent out from head-

quarters having on one side the full-page newspaper advertising that was to be used and giving details of the event. Direct mail during this period was also sent out from headquarters periodically telling retailers there was only so much time left before the sale event and amplifying the details of the sale week program.

The question of arranging dealer stocks so that retailers would have sufficient quantities to fit in with the advertised groups was taken care of by means of a work sheet on which the salesman could mark the various items ordered by each retailer for the sale. This sheet was perforated so that it could easily be ripped into two separate sheets, one of which the salesman left with the retailer. On the opposite side of the retailer's work sheet were two headings: "What We Do" and "What You Do." Under the first heading, the company described what it was doing to put over the sale, mentioning the full-page newspaper advertising, the use of 10,000 car cards in subway, elevated and street car lines, as well as 2,000 station pos-Window streamers, price cards, window posters, circulars, etc., were offered retailers. Under the second heading, the retailer was asked to dress his windows, arrange the interior of his store and to distribute circulars, as well as call his customers on the

newspaper advertising listing White Rose products strikes one immediately as being very similar to chain-store price copy. In reality, what Seeman Brothers have done in this annual sale is to co-ordinate the activities of retailers carrying the White Rose line very much as if each retailer were a member of a mythical White Rose chain and then advertise at a definite price. Last year, no price was mentioned in advertising a similar sale, but this year, courage to state price specifically was mustered and the sales force was given the task of marshalling enough White Rose retailers to see the advantage of co-operating in the sale. This was essentially a sale based on the co-operation of the sales-

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## A Record that *Must* Prove Merit

In June of 1921 the Chicago Evening American passed its nearest competitor in the evening field in circulation. For the month it led the field by 1,280 copies —and it has led ever since.

In February, 1930, the Chicago Evening American led this same competitor by 121,455 copies. Since it took the lead in its field it has gained 184,644 in circulation and the competitor 64,469.

Only superior merit in Chicago's eyes can account for the Chicago Evening American's vastly greater progress. No other satisfactory explanation of its sustained and decided leadership can be advanced.

## CHICAGO EVENING AMERICAN

a g<u>ood</u> newspaper

National Representatives:—RODNEY E. BOONE ORGANIZATION

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men and customers. Results, the company states, more than justify the time and labor both took to

put the sale over.

Brothers run other Seeman periodic sales to push the White Rose line. These sales present an opportunity to work with and help their customers make a profit on the line, the company believes, and help solve the mutual problem of wholesaler and retailer.

#### Elmer Helm with Unit Corporation

Elmer Helm, formerly production man-ager of Howell, Inc., Chicago advertia-ing agency, has been appointed adver-tising manager of the Unit Corporation of America, Milwaukee.

#### D. P. Potter Joins Martin L. Marsh

Daniel P. Potter, formerly with the New York office of Erwin, Wasey & Company, has joined the staff of Mar-tin L. Marsh, New York, Eastern repre-sentative of the Cincinnati Times-Star.

#### Appoints Freeze-Vogel-Crawford

The Columbia Art Works, Inc., Mil-waukee, deak and wall calendars, has appointed Freeze-Vogel-Crawford, Inc., advertising agency of that city, to direct its advertising account.

#### Candy Account to Heath-Seehoff Agency

The Fred W. Amend Company, Chicago, manufacturer of Chuckles candy, has placed its advertising account with Heath-Seehoff, Inc., advertising agency of that city.

#### Adolf Gobel Appoints Benton & Bowles

Adolf Gobel, Inc., Brooklyn, N. Y., meat products, has appointed Benton & Bowles, Inc., New York advertising agency, to direct its advertising account.

#### Three-in-One Oil to Thompson-Koch

The Three-in-One Oil Company, New York, has appointed the Thompson-Koch Company, Cincinnati advertising agency, to direct its advertising account.

#### New Advertising Business at Richmond

The Ralph L. Dombrower Company, Inc., has been formed at Richmond, Va., to conduct a general advertising busi-ness. Ralph L. Dombrower is president.

#### Edward I. Bacon Retires from Philadelphia "Inquirer"

Edward I. Bacon has resigned as vice-president and business manager of the Philadelphia Inquirer. His resignation was not unexpected as he had previously

was not unexpected as he had previously announced a determination to retire.

Retirement of Mr. Bacon marked the conclusion of forty-one years of service with the Inquirer. In 1889 he gave up a position with the Central News Conpany, Philadelphia, to accept a post with the Inquirer, which had just been acquired by the late James Elverson. Very soon Mr. Bacon was made advertising manager and, at a later date, business soon Mr. Bacon was made advertising manager and, at a later date, business manager. Upon the death of James Elverson, Jr., in January, 1929, and the assuming of control by the latter's sister, Mrs. Eleanor Elverson Patenotre, The Philadelphia Inquirer Company was reorganized and Mr. Bacon was elected a vice-president, acting in that capacity until the company was again reorganized upon the recent acquisition of a controlling interest by Curtis-Martin Newspapers, Inc. papers, Inc.

papers, inc.

On the last day of Mr. Bacon's association with the Inquirer a luncheen was given in his honor by a group of his close associates.

#### R. W. Welch, Advertising Director, Nast Publications

Raymond W. Welch, who has been associated with the Condé Nast Publicaassociated with the Condé Nast Publications since 1921, has been appointed sivertising director, according to an announcement received from Condé Nast.
Mr. Welch has been advertising manager of Vogue, Vansity Fair and TaAmerican Golfer.
Harry H. Gould has been appointed
director of research and sales promotion.
John McMath and Clifford S. Bailey
have joined the New York sales staff of
the Condé Nast Group. James Heh
and William K. Trout have joined the
Chicago sales staff.

#### Julian Seaman Joins Cleveland & Shaw

Julian Seaman has joined Cleveland & Shaw, Inc., New York advertising agency, as vice-president. He was formerly director and treasurer of the Frank Seaman Company, which has since been merged with Blackett-Samer Company. ple-Hummert, Inc.

#### Kangola Account to Calkins & Holden

C. D. Brown & Company, Inc., Rochester, N. Y., calfskin tanner, has appointed Calkins & Holden, New York advertising agency, to direct the adver-tising of its specialty leather, Kangola

#### J. Walter Thompson Opens Los Angeles Office

The J. Walter Thompson Company, ic., has opened an office at Los Inc., Angeles.

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## AHEAD of

#### the Trend of the Times

The Chicago Evening American's blockby-block breakdown of the Chicago automobile market, astounding in its thoroughness and gratifying in its utility, anticipates the trend of selling toward more scientific methods.

Intelligently used, the breakdown makes operations in Chicago as controllable as those in a small town. Through it a sales executive sees Chicago stripped to the framework of its neighborhood markets, and can operate in each of those neighbor-

hoods as though he lived there.

Now in its ninth consecutive year of decided circulation leadership in Chicago's evening field, the Chicago Evening American is more than ever vital to complete coverage in the Chicago market.

Ask the Boone Man to describe this unique and invaluable sales help.

## CHICAGO EVENING

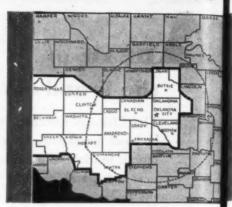
## AMERICAN

a good newspaper

National Representatives:—RODNEY E. BOONE ORGANIZATION

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## OKLAHOM. CITY. MARKE

THE Oklahoma City Market is acknowled by seven out of eight national authoritie the primary and most desirable sales terri in Oklahoma. At the left, top, we illustrate Southwestern Bell Telephone Company's 0 homa City area (white counties), and the A.S. 68-mile Oklahoma City Market (the heart of

The A. B. C., 68-mile Oklahoma City Market is third largest in area and second largest in polation among all 18 cities in the United State 150,000 to 200,000. The milline cost of Oklahoman and Times is 7.6% lower than

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# SAUS SOUTHWESTERN BELL TELEPHONE COMPANY

rage of newspapers in the same group of cities. se comparisons should prompt advertisers, want-maximum sales at minimum cost, to increase r1930 linage in the 26-county, 75-town, millionson Oklahoma City Market, to consider that here oklahoman and Times will give them about 300 more circulation at one-half the advertising than all 18 other dailies in this area combined, uding the third Oklahoma City newspaper.

e are the Southwestern Bell Telephone Comy's Oklahoma City Market figures:

FACTOR	AMOUNT	% STATE
pulation	500,299	20
endable Income	\$318,993,000	27
w Material Value	\$525,618,000	36
tail Outlets	6,045	22.8
holesale Outlets	108	44.4
to Registration	145,137	28.1
soline Tax	\$2,202,852	20.9
mily Telephones	46,519	29.8
etric Consumers	46,600	25.8
troleum Produced	16,246,503 lbs.	61
klahoman & Times	109,183	60

#### HE DAILY OKLAHOMAN KLAHOMA<sup>US</sup>CITY TIMES

Oklahoma Publishing Co. EOKLAHOMA FARMER-STOCKMAN

Speed Advertising Agency - New York Chicago Datroit Atlanta Kunsos Coy Dullas San Intercises

#### THE PUFF CORNER

Retail trade in Oklahoma City for 1929 showed a gain of 6.3 per cent. over 1928 as compared with an average gain of 2.5 per cent. registered by other cities in the Tenth Federal Reserve district, according to a review Tuesday by the Kansas City Federal Reserve Bank.

In days of vore when Detroit was a one newspaper town, there used to be some snappy rigs driven down Woodward Avenue and Sunday afternoon "bike" parties were quite the rage. What a change and how rapid. Now if you want coverage in this dynamic metropolis you buy The Detroit Times and one other newspaper.

"THE TREND IS TO THE TIMES"

Represented nationally by the RODNEY E. BOONE ORGANIZATION

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#### I Buy Some Lawn Fence

nd Learn, Too Late, That One Manufacturer Has Made It Easier for Dealers to Sell a Bulky Product

#### By W. B. Edwards

ARLY last September I moved into a private house. For one ho had been born and brought up apartment houses that was a table event. Perhaps even more ul-stirring than the house itself as the little plot on which it stiled. It had to be protected omptly. I de-

ded I needed ome lawn

"I want some wn fence," I tated to my cal hardware

"What height o you wish?" e asked.

"I never knew comes in difrent heights. iot some to how me?"
"Sure, in the asement."

Into the baseent we went
of there, surounded by new
of old washing
achines, crates
and boxes, paper
of rubbish, we
mubled across
everal rolls of
two fence. In
the dim light I
pec u late d.

TION

Which height
ould be best
or my precious bit of ground?
What weight fence ought I to buy?
Which one of the two or three detens would look nicest?

Now those, I maintain, are imortant questions. A cellar is no lace in which to ponder them. wentually I made my purchase. Of course I picked the wrong eight. I blame the basement for

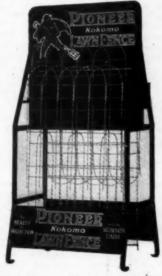
Just about the time this occurred

the Continental Steel Corporation, all unknown to me, had worked out an idea which vastly simplified the purchase of lawn fence. It makes an interesting little story.

It came about his way. The retail dealer who handles lawn fence usually handles a diverse line of

merchandise. Lawn fence is to him merely thousands of items. There is no real incentive urging him to pay more attention to lawn fence than to oil cans. In fact there may be less urge to favor this item because lawn fence is heavy, bulky and difficult to handle. It takes up so much space that in many stores it is shunted into the basement. there to lie and gather dust until a customer comes in and demands it.

Yet lawn fence, like most all products sold at retail, needs display. How to



This Display Stand Enables the Dealer to Do His Talking Upstairs Instead of Down

arrange matters so that the retailer would be more inclined to display it is the problem the Continental Steel Corporation has solved. The accompanying illustration tells the rest of the story.

As this picture shows, the solution consists of a display stand capable of holding several different heights, weights and designs of lawn fence. The stand is an attention-getter. It gives the dealer a practical background for his selling talk. Moreover, he can do his talking right on his floor, not down in a gloomy basement.

Nor is that all. It permits the dealer to demonstrate uniformity, weight, strength, finish and other selling features of lawn fence. He doesn't have to wrestle with a heavy roll of material. Finally, he doesn't have to show the Doubting Thomas an actual installation, since the display stand gives a rather clear idea of how the fence appears when installed.

And so another manufacturer of a bulky product has made it easier for his retailers to sell his line. Isn't that an example of what is usually termed "merchandising"?

#### G. G. Steele, Business Manager, Philadelphia "Inquirer"

George G. Steele, assistant business manager of the Philadelphia Inquirer, has been made business manager. He has been associated with the Inquirer, the last ten years. During much of this time he made his headquarters at New York, where he was in charge of rotogravure advertising, later taking over color rotogravure when that was inaugurated. Last year he was transferred to the Philadelphia office, following his appointment as business manager.

#### Mallory Bodies to Marjorie Signer

The Mallory Hat Company, Danbury, Conn., has appointed Marjorie Signer, Inc., New York advertising agency, to direct the advertising of its Mallory bodies. Business papers will be used. This agency also handles the advertising of Mallory hats for women.

#### J. M. Olwyler, Vice-President, Zonite Products

John M. Olwyler, in charge of sales and advertising of the Zonite Products Corporation, New York, Zonite and Forhan products, has been made vicepresident of that company. He will continue in charge of sales and advertising.

#### With Royal Furniture Company

Arthur Gerst has been made sales promotion manager of the Royal Furniture Company, Cleveland.

The Bellingham National Bank, Bellingham, Wash., has appointed the Carl W. Art Advertising Agency, Inc., Scattle, to direct its advertising account. Newspapers will be used.

#### A. J. Picard Joins New Yorl "Telegram"

Arthur J. Picard, formerly president of Ficard, Bradner & Brown, Inc., New York advertising agency, has joined the New York Telegram, as advertising manager. He succeeds Harrison C MacDonald who has returned to the advertising promotion department of the Scripps-Howard organization.

# Buys "People's Home Journal" The circuiation lists and physical as sets of the People's Home Journal, Nee York, have been purchased by L. E. Wheeler-Reid, who was awarded the bid in a receivership sale. Mr. Wheeler Reid has been engaged in the publication of motion-picture magazines on the Pacific Coast. It is reported that pal lication of the People's Home Journa will be resumed in several months.

#### R. L. Barrows with Cornell, Linder

Robert L. Barrows, formerly a parts of the firm of Barrows, Richardso Alley & Richards Company, New Yor advertising agency, now Richardso Alley and Richards Company, has joine Cornell, Linder & Company, Inc., investment house of that city.

#### Made Art Director, Redfield Coupe

William Reimers, Jr., formerly ardirector of Huber Hoge, Inc., and late with the Raymond D. Levy Studio, ha joined the staff of Redfield-Coupe, Inc. New York advertising agency, as ardirector.

#### M. H. Weyrauch Appointed to State Commission

Martin H. Weyrauch, publisher of th New York Evening Graphic, has been appointed a member of the New York State Crime Commission, by Governo Franklin D. Roosevelt.

#### Autocar Company Earnings Show Increase

Net earnings of The Autocar Company Ardmore, Pa., and subsidiaries, for 1923 amounted to \$960,045. This is an increase of \$389,676 over the net earning for 1928.

#### Formosa Tea to Redfield-Coup Redfield-Coupe, Inc., New York as vertising agency, has been appointed direct the advertising of Formosa Te and Mitsui & Company, Ltd. New papers and business papers will be use

#### W. L. Chesman with Doremu Walter Laidlaw Chesman, formerly a count executive with Erwin, Waser Company, has joined the New York of of Doremus & Company, advertisis agency.

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OVER a million people travel by ship from New York each year. These people buy not only transportation, but are purchasers as well of all the various products intended for the use of travelers. In addition to this million is a vast number who buy gifts for going-away friends.

Our experience in creating and producing thousands of advertising pieces is available to those who seek the business of the traveling public.

We have created

BOOKLETS CATALOGS FOLDERS POSTERS

and other material for tourist offices, hotels, department stores, clothing stores, gift shops, dealers in sporting goods, and many others.

Let's talk it over

### HARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

61 EIGHTH AVENUE

**NEW YORK** 

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#### To Check-Up Radio Listeners

Effort Will Be Made to Form Radio Audit Bureau

TO enable advertisers to estitive number of listeners to radio programs and to get detailed information as to program preferences of the public, work starts this week on a plan for checking broadcasting. The plan has been developed by the Association of National Advertisers, Inc., under the leadership of its radio committee.

For the purposes of proper checking, the United States has been divided into fifty territories. Continuous field work will be undertaken for one year. It started March 16 with a checking of the programs broadcast March 15. Personal interviews will be obtained with typical set owners throughout the United States every day of the week for one week each month. More than 52,000 interviews will be reported, it is estimated, during the course of the year.

The interviews will cover questivated the United States of the year.

The interviews will cover questions concerning the use of sets by those interviewed, the hours during which sets are used, stations received, programs heard, programs most enjoyed, number of listeners per set and other details. Attempts will be made to average the circulation so as to learn the regular zone of influence and the number of listeners that can be counted upon to be reached regularly by the use of each station.

The listening habits of the different sexes, the different age groups and the different financial classes will be compared. Fluctuation in public preference for programs will be studied closely in the hope that answers to questions will indicate what are the factors that make programs

popular.

The plan itself is to be carried out by Crossley, Inc., research organization, under the direction of a governing committee of which Lee H. Bristol, Bristol-Myers Co., is chairman. Membership includes: Martin P. Rice, General Electric Co.; D. P. Smelser, Procter &

Gamble Co.; J. S. Johnson, Johson & Johnson, and M. F. Rigb Studebaker Corp. of America. addition to this an advisory comittee of advertising agency m has been formed, including Roy. Durstine, Batten, Barton, Durstin & Osborn, L. Ames Brown, Log & Thomas and Logan, and John Reber, J. Walter Thompson Co.

Mar.

There are thirty-seven partic pants in the checking plan, wispend in excess of \$8,000,000 ann ally in time and talent for broad casting. As a result of the investigation, it is expected the participants in the plan will obta considerable information on the day-in and day-out circulation deach network station. The min ber of listeners is subject to considerable variation due to weath conditions, power used by the station, blind spots and other factor

The radio committee of the A. N. A. is given credit for the inception of the plan. Guy (Smith, Libby, McNeill & Libb is chairman, having succeeded S. I. Conybeare, Armstrong Cork Counder whose chairmanship the wowas begun. The committee includes

vas begun. The committee includes
D. M. Bauer, Atwater Kent Mfg.
Co.; J. E. D. Benedict, Metropolitan Life Insurance Co.; D. D.
Davis, Washburn-Croaby Co.; D. D.
Davis, Washburn-Croaby Co.; D. D.
T. Eastwood, Stromberg-Carison
Telephone Mfg. Co.; G. C. Furense,
National Carbon Co.; Carlton Healy,
Eastman Kodak Co.; Edwin B. Loveland, Stanco Inc.; Allyn B. Mc
Intire, Pepperell Mfg. Co.; R. M.
Macdonald, Bradley Knitting Co.;
D. B. Stetler, Standard Brands,
Inc., J. M. Allen, Bristol-Myers
Co.; M. M. Davidson, Interwoven
Stocking Co.; Fred H. Ward, Jewel
Tea Co.; Frank L. Blanchard,
Henry L. Doberty & Co.; Kenyon
Stevenson, Armstrong Cork Co., and
Mr. Bristol.

This committee has since turn over the work on this plan to the governing committee,

It is hoped that the checking please will lead to the development an audit bureau similar to the maintained for publications by the Audit Bureau of Circulations. The A. N. A. participated in the development of the latter bureau.

New Yor

Mar. 20, 193



## Furred They Come; Flanneled They Stay!

THROUGHOUT Florida cities teem with winter guests; incoming trains, steamships, buses, private automobiles bear new thousands to revel in beaches, golf, tennis, concerts, fishing, and blossoming roads. All the north yields increasing state quotas—as this characteristic car arrival comparison shows, through one traffic artery alone:

	-December-		- January -	
State	Cars	Passengers	Cars	Passengers
Connecticut .	275	750	346	948
Michigan	832	2,345	920	2,611
Mass'etts	507	1,337	553	1,435
Pennsyl'a	885	2,385	1,356	3,738
Wisconsin	143	407	161	454

New impetus to retail sales with three more months to go; then the similarly rich market of all-year resident Florida



# The Florida Times-Union

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

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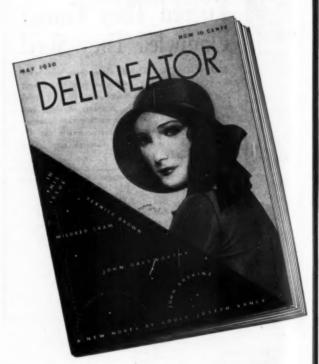
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Mar.

# May Lineage increases 22 ay

Making this issue the largest in lineage since May, 1920



# DELIM

Guarantee will be increased by 300,0 2,6 Making the largest guarantee everere

# s 22 ay Revenue increases 56%

Making the largest May revenue in Delineator's history

With the May issue Delineator's gross advertising revenue reaches the highest point in Delineator's history, showing an increase of 56% over May, 1929.

In point of lineage the May Delineator is also the largest since May, 1920, showing an increase of 22% over May, 1929.

Delineator's circulation has increased by more than a million in the last 20 months. With the issue of April, 1931, the guarantee will be increased by 300,000 to 2,600,000 average net paid circulation—making the largest guarantee ever offered by any woman's magazine.

# WE A TOR

2,600,000 with April, 1931, issue e evered by any woman's magazine

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WHAT we put into The Free Press here in Detroit helps you, the advertiser, totake something out of it. We might also add that what we omit, helps some.

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THE Free Press is not edited for ladies of doubtful discretion, nor for gentlemen of questionable tastes. They may buy this newspaper if they wish, but we doubt if it's their sort of "literature." Like Mr. Ford, we can't sell everyone in Detroit, and we'll worry along with our part of the market, just as he does.

q

NEWSPAPERS have a habit of attracting their own kind of readers. Which is as it should be. And we are quite sure that

"our kind" of readers happens to represent Detroit's spending power, particularly at the present.

q

WE are also very sure that the desirable unit of measurement of advertising is not agate lines, but the record disclosed by the cash register tape, which suggests some mature deliberation on the part of space buyers as to how spending power may be reached.

O

WE offer a quarter million families daily—a third of a million Sunday—people who read The Free Press every morning, and who are buying now.

The Detroit Free Press

VERREE & National

And And

CONKLIN, INC.
Representatives

New York

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### There, There, Groucho! Don't Cry

All the Grief and Woe of Advertising Are Not Localized in the Account Executive's Office

### By Robert Douglas

I READ Groucho's observations every week, but am not among hose who are reserving copies of the first edition of his book. With malice toward none, I wish Groucho all success and flattering royalties, but with charity for all, I think Groucho is all wet. His initial premises are all wrong.

When Groucho and his attorney their claim at the Patent Office, they may be surprised to find that the Belly-Ache is not an invention of his, or of his (our) generation. Wailing and gnashing of teeth was a pastime of the Hebrew children when they had nothing to do but make nice clay bricks for the Egyptians, and it would not be surising to find that Neanderthal Man found plenty to complain about in the course of his routine day.

Groucho makes his second mistake when he imagines that all the grief and woe of advertising is localized in the account executive's

Without a file of Groucho's lamentations at hand, it is difficult to be accurately definite. One must rely on the memory of those effusions which left impressions to accumulate and give birth to these rights leave and give birth to these

critical notes.

It is probable that Groucho, of his own will and volition, got into the advertising agency business. Why he did it and why he sticks with it are his own affairs. But heing in it, he should recognize that it is an extraordinary business, full of strangely assorted tasks and obligations, and peculiar in its succession of gratifying successes and devastating disappointments. One compensates for the other, which is more than everybody who is on the client end of the bargain can say of his own work.

Recently Groucho has introduced us to his clients. (He seems to serve an astonishing number.) We met the man who wanted a pair of Wedgwood cuspidors, the one who expected Scotch—and good Scotch—and the one who depended on Groucho for the alibi to his wife. Groucho, old dear, if you are reading these lines you can sidestep these chores if you wish. All you need do is to tell these clients that you do not consider these to be part of an advertising agency's list of proper services. Do you care to take the risk?

Honest and truly, now, didn't you let yourself in for all this? Didn't you get the Spittoon Client and the Scotch Client to look to you as the original message-bearer to Garcia, the indispensable pinch-hitter who could always deliver the goods? When the Alibi Client grew incoherent and proportionately conscience-stricken, didn't you step up and volunteer to send the good news home for him?

As a client who has enjoyed the diversified convenience of competent agency service, I'll bet my shirt you did. And why? Because you love us so, or because the Spittoon Client was Groucho's client and Groucho's bread and meet?

#### Must Put Up with Human Frailties

Now Groucho can kick his undesirable clients out of the office if he so chooses. I fully agree that he should have ejected the one who used Groucho's telephone to rehearse the whole subject of agency compensation with his fellow conspirators—not because of his views, but because any man who needlessly wastes another man's day is a so-and-so nuisance. But, the nature of Groucho's business being what it is, if he wants to hold his accounts, he must—as he has found—put up with the human frailties of his normal clients.

Do you remember meeting Groucho's boss? We did, on several occasions. Groucho must

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have seen a lot of other bosses, in a lot of other companies, too, and must have discovered by now that all bosses are open to the same charges of chronic unkindness, misunderstanding, meddling and general cussedness. But these same bosses who seem so unsympathetic, so unappreciative of the loyalty of their hirelings, somehow have a way of showing up, at Christmas time, to be rare good fellows—like Groucho's boss, for

And, as human averages run, the clients can't be so very bad. Alibi Client probably came across at Christmas with a decent-sized package that gurgled when you shook it. And the Telephone Client is probably the very one who makes the sun shine on dark days with, "That's great, Groucho! That's the best stuff anyone ever prepared in the whole history of the bone button industry!". The old codger who wants toothy smiles to advertise his cereal probably was pleased when he got it (and the chances are that the smiles sold as much as the vitamin argument would have sold, and the old boy was happy, and told his cronies that Groucho's agency sure knew its stuff).

And so on. For every rejected plan there is a recommendation that goes through, complete, amid the loud cheers of the satisfied client. And for every tough job, heroically finished, there is soulfilling satisfaction, and a gratifying fifteen-and-two.

You're not so bad off, Groucho. If everybody in the advertising business took his blues in such concentrated form, the corpses under Brooklyn Bridge would be a menace to shipping. We've all got our troubles. Listen: were you ever a client? Sometimes, after a wearisome day with my own griefs, a wave of homesickness comes over me and I yearn again for those happy days when I was a grumbling account executive.

The Ogilvie Sisters, New York, hair specialists, have appointed Devereux & Smith, Inc., Utica, N. Y., advertising agency, to direct their advertising account.

#### General Motors Report on Number of Stockholders

The total number of General Motors common and preferred stockholders for the first quarter of 1930 was 240,483, compared with 198,600 for the fourth quarter of 1929, according to a report issued by the company. There were 218,392 holders of common stock and the balance of 22,091 represents holders of preferred and debenture stocks. These figures compare with 176,693 common stockholders and 21,907 preferred for the fourth quarter of 1929.

### Eureka Vacuum Cleaner Reports Sales

Net sales to customers and dealers of the Eureka Vacuum Cleaner Company, Detroit, amounted to \$10,804,602 for the year ended December 31, 1929. This compares with net sales of \$10,099,713 for the preceding year. Net income for 1929 amounted to \$1.

Net income for 1929 amounted to \$1, 269,207, as against \$867,727 for 1928

### Venable-Brown Organizes New Department

The Venable-Brown Company, Cincinnati advertising agency, has organized a new department, to be known as the department of creative design, under the direction of Jesse Strofe. This department will design cartons, containers, labels, etc.

### Appoint S. W. Frankel Agency

Freeman of London, Old English silver and reproductions, M. Knoeder & Company, art gallery, and L. D. Ford Corporation, metal crafts, all of New York, have placed their advertising accounts with the S. W. Frankel Advertising Agency, Inc., New York. Magazines will be used on these three accounts.

### A. W. Stockdale with "The Parents' Magazine"

Arthur W. Stockdale, formerly with Modern Priscilla, Boston, has joined the Eastern advertising staff of The Paresti Magazine, New York. He will cover New York City as well as Philadelphia and the South.

### To Represent "Magazine of Wall Street"

The Magazine of Wall Street, New York, has appointed A. E. Christoffers, Atlanta, as its Southern advertising representative.

#### Bruce Daniels Starts Own Business

Bruce Daniels, formerly with Earnshaw-Young, Inc., Los Angeles advertising agency, has started his own advertising business at that city. ort on olders

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ral Motors holders for AS 240,483. the fourth o a report here were stock and nts holders re stocks. h 176,693 h 176,693 1,907 pre-of 1929.

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# So They Have Ordered Somebody to Shoot Me at Sunrise!

BILL NUGENT, the Big Figure and-Fact man from Manhattan, will probably be elected. Here's the scenario (and gawd knows my head is bowed in shame on the tear-soaked sleeve of my Kuppenheimer suit as I tell you this story): In Printer's Ink of recent date a Los Angeles Examiner advertisement did appear in which the humble writer of these lines did say that said Los Angeles Examiner led the Los Angeles Times in National Financial advertising for 1929. This, gentlemen of the jury, was wrong and, when beheld by our noble contemporary, did cause said contemporary much dire consternation and mental anguish, not to mention a fiendish desire to stiletto Yours Truly. As is only human. • • • However, as I languish here in the handcuffs of humility, a last desperate resolve sears my soul and, knowing that my minutes are as fleeting as the wings of Fate, I grasp my Underwood and shout this sentence: The Examiner, as previously recorded, did wallop the plaintiff in eleven other national classifications during 1929, namely, in Automobiles, Radio, Tobacco, Foods, Furniture-and-Household, Footwear, Electrical, Jewelry, Sporting Goods, Publication and Medical!!! • • • • So saying, he ripped off the blindfold and stoically smiled into the menacing muzzles of Media Records. Shoot! • •

### LOS ANGELES EXAMINER PUT YOUR MESSAGE BEFORE THE MODERNS

### Prices in a Buyer's Market

By George D. Olds, Jr.

General Sales Manager, The Hills Brothers Company and President, Associated Grocery Manufacturers of America, Inc.

THE insistence of Mr. Zinsser on the fact that the seller who does not know his costs and fixes his prices on the basis of this ignorance is uneconomic and harming the consumer is well placed.\*

What one wonders is, however,

What one wonders is, however, does the business man who inveighs against the price-cutting competitors who he thinks don't know their costs have sufficient evidence to justify his contention? Isn't it possible that Mr. Zinsser is rationalizing on the evils of price

cutting?

Anyone who sells knows we are in a buyer's market. Anyone who draws inferences from the past will probably agree that this buyer's market, following a major social catastrophe such as the World War, is likely to continue for another twenty-five years. What a buyer's market means is that production capacity has outstripped consumption. The proper deduction from this is that plant capacity is greater than sales capacity. The same is probably true of general management overhead. It is, therefore, safe to say that both plant and management overhead items in the costing of a long established business are high. If these are high, then to that extent costs are high,

The most difficult thing in the world for an established concern is the reduction of its plant and management costs. There are too many habits, traditions and personalities involved. It is my suspicion that the author of this article knows well that his or any other established concern can get a very large proportion of the available business provided all competitors sell at the same price for the same grade of goods. Price

cutting by a competitor whose costs may be lower, due to using the knife liberally or more recent establishment, eats into his pocket. No better ground could be found for a little rationalizing on the evils of price cutting.

Don't you think that getting together in any form, legal or otherwise, to "stabilize," which means
maintain prices, is postponing the
inevitable? If production capacity
exceeds consumption capacity
exceeds consumption capacity
which is indicated by a buyer's
market and its resultant price cutting, one of two things must happen—either the production capacity must be curtailed by carefully
planned action on the part of producers or else some producers must
die out before production and consumption are equalized.

There must be some prescription for the sufferer from price cutting. if he is not going to be the one It is trite to say cut who dies. your own plant and overhead costs. Most established concerns will feel that they have already done that as much as they can. The owner may think he has reached his limit only because the habit of the boom periods, when profits came easily, still persuades him that the long lunch hour, the golf links, the two-day week-end, and other prerogatives of the executive owner, by preparing him with their relaxation for heavy thinking about the business, still don't keep him from doing some of the less abstract work for which he is pay-In other ing the subordinates. words, he may be making the executive overhead expense support his leisure under the guise of "keeping fit."

Finding new uses for one's product is also a trite prescription, nor is it new to suggest offering novel attributes to one's product to take it out of the class of competition. Yet these things are what the modern business must do if it is going to soften the shock of a

falling price era.

They say a doctor rarely takes his own prescription. I certainly find that if I am to be the doctor in this case I must admit that my own prescription is awfully hard to take.

<sup>\*&</sup>quot;Profits vs. Price Cutting," by Rudolph Zinsser, Printers' Ink, March 13, page 17.

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# Golden Fields

Gold did not depart from California with the "Luck of Roaring Camp." Instead, it has gone urban-some 62% of it. Miners, perhaps, find less inducement here than when the Examiner was born, 50 years ago. But advertisers with an eye to 1930 sales quotas must interest themselves in incomes 55% greater and living standards 65.1% higher than prevail in fields less golden.

### SAN FRANCISCO EXAMINER

One of the 28 Hearst Newspapers read by more than 20 Million People

IN NEW YORK CITY: W. W. CHEW, 285 Madison Ave. IN DETROIT: A. R. BARTLETT, General Motors Bidg. IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bidg. IN SAN FRANCISCO: F. W. MacMILLAN, Hearst Bidg.

RUE STORY HAS THE

LARGEST NEWSSTAND O NEWSDEALER CIRCULATION OF ANY MAGAZINE AT ANY PRICE

TRUE STORY . THE ONLY MAJOR MAGAZIN

20, 1930

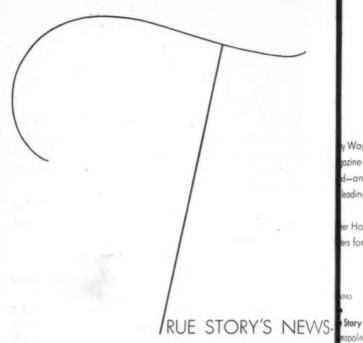
TH

Publishers' figures below, average for the last ix months of 1929, substantiate the fact that True Story has the greatest exstand or newsdealer circulation of any magazine:

WAGAZINE'S	NEWSSTAND OR NEWSDEALER CIRCULATION	BOY SALES	SUBSCRIPTION
True Story	*1,944,333	None	91,401
liberty	1,505,667	737,540	24,984
Soturday Evening Post	1,405,814	699,013	713,421
McCall's	898,086	None	1,501,362
Collier's	887,604	149,488	1,056,536
Cosmopolitan	767,547	None	876,010
American	734,924	60,256	1,518,365
ledies' Home Journal	678,868	695,359	1,185,248
Good Housekeeping	675,018	None	1,124,304
Woman's Home Companion	611,017	162,632	1,756,648
Pictorial Review	487,721	480,097	1,556,494
Delineator	. 328,120	130,077	1,785,539
literary Digest	107,357	41,843	1,208,379

The Story's Newsstand sale for February was 2,240,000 copies.

CONCENTRATING IN THE WAGE EARNER MARKET



STAND REVENUE IS GREATER THAN ANY OTHER MAGAZINE PUBLISHED. AND IS GREATER THAN THE NEWS. STAND REVENUE OF ALL SIX OF THE IND REV WOMEN'S MAGAZINES COMBINED

TRUE STORY . THE ONLY MAJOR MAGAZINE

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NCE

, 1930

N TERMS of newsstand revenue, True y Wage Earner Housewives pay \$486,083 monthly for their favorite pazine—more than is paid for any other magazine over the newsdand \$16,000 more than the total newsstand revenue of all six of leading women's magazines combined.

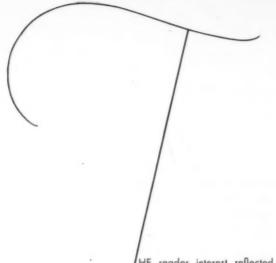
True Story offers a market of young Wage her Housewives who spend six million dollars cash annually in urban hers for the magazine of their choice—Buying Power!

AZNES	TOTAL NEWSSTAND CIRCULATION	PRICE	TOTAL NEWSSTAND REVENUE
	•	. •	•
Story	1,944,333	25c	\$486,083
mopolitan	767,547	35c	268,641
rican	734,924	25c	183,731
od Housekeeping · · ·	675,018	25c	168,754
Collis	898,086	10c	89,809
/ ty	1,505,667	5c	75,283
day Evening Post	1,405,814	5c ·	70,291
- s' Home Journal	678,868	10c	67,887
ron's Home Companion	611,017	10c	61,102
mal Review	487,721	10c	48,772
er's	887,604	5c	44,380
neator	328,120	10c	32,812
bry Digest	107,357	10c	10,736

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HED

NCENTRATING IN THE WAGE EARNER MARKET



HE reader interest reflected by this

tremendous newsstand sale of True Story is making new advertising record for many of our advertisers. To wit:

"True Story has pulled more inquiries than any other magazine we have even the dep used." Signed, JIM KNOX, Vice-President, Knox Gelatine Co.

"True Story has outpulled our best ladies' magazine to the tune of 30 per cent Signed, SAM THOMPSON, Vice President, Thompson's Malted Milk C

"The page in the February issue of True Story has pulled over 18,000 replies the first month of its appearance-final returns should total 33,000 Signed, F. C. HITCH, Vice President, Royal Baking Powder Co.

"True Story continues to lead our condensed milk list in volume of inquiries or inquiries per thousand." Signed, STUART PEABODY, Advertising Manage The Borden Co.

"The inquiry cost from True Story is 45 per cent below any magazine on t national advertising list." Signed, H. W. RODEN, Director Baby Produc Division, Johnson & Johnson.

ONLY MAJOR MAGAZIN Plant in TRUE STORY CONCENTRATING IN THE WAGE EARNER MARKE Ture of

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### How a Machinery Company Gears Advertising to Selling

It Gets a Picture of Its Selling Problems from "Running" Records of Salesmen's Activities

ONLY by knowing what the salesmen are doing-and where and how and why-and only by knowing the company's customerswhat manner of men they are and what are their needs-can advertising gear itself accurately to sell-Expanding that principle, R. W. Denman, advertising manager of the Troy Laundry Machinery Company, explained to the March meeting of the Technical Publicity Association, New York, how he and his department keep in touch with sales activities.

The Troy company's advertising appropriation, Mr. Denman pointed out, is based, not upon anticipated volume of sales, but upon "what we believe to be necessary for the job." The job is the selling of laundry machinery to power laundries, hotels and such institutions as hospitals. In order that the advertising department may perform its own function, it is essential that the department acquire a true picture of selling problems and selling conditions. That picture is extracted, in the main, from visible, "running" records of salesmen's activities.

Troy salesmen send to their branch offices five report forms. For the salesmen's convenience, the forms are designed so as to be almost wholly self-operating. general, details are printed, to the end that a salesman may answer many a specific question with just a check mark. To insure that the alesmen will not neglect the reports, his manual of instructions includes a section explaining their importance—their bearing on his individual work and their effect toward helping him sell more

Mr. Denman stressed, particuarly, the customer analysis and the plant inventory. The analysis con-veys to headquarters a detailed pic-ture of the customer and of the customer's business. If the pros-

pect is a laundryman, the report includes such data as his yearly volume of business, the number of drivers he employs, and whether or not he operates branch offices. If the prospect is a hotel or a hospital, the report includes such information as the number of rooms, bathrooms and beds.

The plant inventory presents a picture of operating method and present equipment-what units of Troy make the customer is using and what units of competitive

In the branch offices and at headquarters, the information coming from salesmen is transferred to a card index, a card for each cus-tomer. "And thus," said Mr. Den-man, "we know who our customers are, where they are, and what is the status of our relationship with every customer or prospect with whom we've made contact."

By making possible a high de-gree of selectivity, the method makes possible, also, profitable sell-ing. "We are able to determine," Mr. Denman said, "how much effort can be expended, profitably, on each prospect. We have determined the average of the cost of the salesman's call. Roughly, for this discussion, it is \$8. A direct-mail 'call' costs 15 cents, and a business-paper advertising 'call' 5 cents. Thus we are able to operate a running record of selling-and-advertising expense on every prospect. If, for instance, we are selling a piece of machinery that is worth \$1,000, and the gross profit on it must yield 20 per cent, we know we can spend only 10 per cent to make the sale. The other 10 per cent must be allowed for the payment of general administrative expense and the payment of dividends to stockholders. If the total of ad-vertising 'calls' and personal sales calls exceeds \$100, we should lose money on the sale.

"You may ask if our selling ef-

Ma

fort has totaled, say, \$95, and one more call by a salesman is necessary, should we say, 'No, we can-not send a salesman because that would be too expensive.' Of course, we'd go ahead and clinch the sale. But, by and large, under multiplied conditions, we'd not.

"Similarly, the running record of sales-and-advertising expense serves to guide the branch offices in their task of determining what selling effort to apply-whether to send a specialist into a given situation, or whether to apply a direct-mail campaign or, perhaps, send an elaborate and expensive brochure.

"The point is that the method enables us to know what we are doing. While it is true that our company, just as will any other company in the industry, will go after a big order and land it for the prestige it will bring, our general policy is to apply the expedients of selectivity of market and close control of selling and advertising effort, to the end that we may sell profitably.

Adequate records of selling effort and selling results, Mr. Den-man emphasized, help management to determine whether salesmen's territories are too large or too The record card on each prospect reveals how many times in a given period a salesman has been able to call-and with what effect.

### Porter Agency Opens New York Office

The Porter Corporation, Boston advertising agency, has opened an office at New York, which will also be the headquarters of its affiliated company, the Dickie-Raymond Company, directmail advertising. Robert H. Smith is manager of the new office,

### Starts New Business at Los Angeles

Bruce Daniels, formerly with Earn-shaw-Young, Inc., Los Angeles advertis-ing agency, has started an advertising business under his own name at that city.

### Elected by Dorland Agency

Arch N. Bermingham and Frederick D. Wood have been elected vice-pres-idents of The Dorland Agency, Inc., New York advertising agency.

### D. H. Livingston Starts Own Business

David H. Livingston, for the last 66-teen years vice-president and production manager of the Century Advertising Service, Inc., New York, which was re-cently acquired by Vincent Edwards & Company, Boston, has established a syndicate advertising business at New York under his own name. H. B. Iyen, general manager of the Century agency for ten years, will be associated with Mr. Livingston.

### Northern Pacific Railway to Launch Campaign

An advertising campaign in California will be started in April by the Northern will be started in April by the Northern Pacific Railway, using metropolitan newspapers in Los Angeles, San Fra-cisco, Oakland, Sacramento and Santa Barbara. The copy will suggest visit to the Northwest on vacations or ea route to the East. The Strang & Prosser Advertising Agency, Seattle, will handle this advertising.

### Jack Knabb Advanced by Addison Vars

Jack Knabb, who recently joined the Rochester, N. Y., office of Addison Vars, Inc., advertising agency, as an account executive, has been made manager of that office. He succeeds Robert W. Winthrop, formerly vice-president and manager of the Rochester office, who has resigned.

### G. L. Emrich Joins Glen Buck Agency

George L. Emrich, for seventen years Western manager, at Chicago, of McColl's Magazine, and more recently associated with manufacturing enterprises at that city, has joined The Gen Buck Company, Chicago advertising agency, as an account executive.

### Appointed by Winningham Agency

Thedor Ziesmer, formerly with Fuller & Smith, Inc., Cleveland advertising agency, has been appointed art director of C. C. Winningham, Inc., Detroit advertising agency. James Henry Vhay has been appointed assistant art director.

### Ernest Hoftyzer, Publisher, Boston "Record"

Ernest Hoftyzer, formerly a member of the advertising staff of the New York Evening Journal, has been made publisher of the Boston Record. He was at one time, with the Cleveland Press.

Locke Regulator to Whitten The Locke Regulator Company, Salen, Mass., has appointed Edmund S. Whit ten, Inc., Boston advertising agency, to direct its advertising account.

# Financial Blue Book of Los Angeles

It gives a detailed analysis of financial advertising appearing in Los Angeles newspapers for 1929.

It shows every branch of financial advertising in a separate tabulation, with the name of each individual advertiser and the exact amount of space used in each newspaper.

It presents, in short, complete and clinching proof of the Los Angeles Times' remarkable financial dominance in its field—a dominance that led advertisers during 1929 to give it approximately 1,000,000 more lines of financial advertising than were printed by any other Los Angeles newspaper.

A copy cheerfully mailed on request. Please address—

The Promotion Department

Los Angeles Times
Los Angeles, Cal.

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KEEPS THE FAMILY



# Roots in the ground

BEHOLD a family—the backbone of the nation! For this man and this woman are wedded to the soil—home lovers who find the beginning and end of all things within the neatly trimmed hedges bounding their property.

Three rooms and bath could never compass the boundless ideals of this pair—typical readers of Better Homes and Gardens, To them home is the biggest thing in life—a symbol of everything cherished.

In the charmed circle of Better Homes and Gardens enthusiasts, new bathroom fixtures are much preferred to wasteful personal expenditure. A new rug is infinitely more desirable than an evening at a night club.

These people think first of home and home improvement—as scores of successful advertisers have found. Their roots are in the ground and their heads are in the skies. They will dig in the soil

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### MENTALLY AT HOME



ther their dreams of the ideal home that can be.

Better Homes and Gardens consciously sin-

gles out this type of reader for your benefit—keeps the family mentally at home. Without fashions or fiction this magazine has won a place in the heart of more than 1,375,000 gardened homes—and gardens are badges of buying power.

Let Better Homes and Gardens carry your message to an alert, responsive and prosperous group—a vast and profitable market.

# BETTER HOMES & GARDENS

Meredith Publishing Company, Des Moines, Iowa

# CONDÉ NAST ANNOUNCES THE APPOINTMENT OF

RAYMOND W. WELCH

AS ADVERTISING DIRECTOR OF THE CONDÉ NAST PUBLICATIONS, INC.

ALSO THE FOLLOWING ADDITIONS TO THE SELLING STAFF OF THE CONDÉ NAST GROUP

JOHN McMATH
CLIFFORD S. BAILEY

IN NEW YORK

JAMES HETH
WILLIAM K. TROUT

IN CHICAGO

ALSO THE APPOINTMENT OF

HARRY H. GOULD

AS DIRECTOR OF RESEARCH AND

SALES PROMOTION

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### An Entire Industry Takes Steps to Trade-Up Its Product

Spiral Knit Hosiery Is Being Lifted Out of the "Price" Class with the Aid of Advertising

ELEVEN manufacturers of wo-men's silk hosiery without seams have formed the Hosiery Guild, Inc., to promote the sale of members' hosiery through associational promotion and advertising efforts. Business-paper advertising for the new name began in Janu-

ary, and in April the first consumer advertising will begin in two women's magazines.

This announcement covers two merchandising moves of considerable import. First, the formation of the Hosiery Guild, Inc., marks the entrance of ten American, and one Canadian, manufacturers of spiral knit hosiery into what this group believes to be active competition with producers of full-fashioned hosiery who hitherto have dominated the field of highgrade silk stockings for women. Second, the formation of the guild constitutes a concerted action on the part of these spiral knit manufacturers to trade-up an entire industry and so to label and advertise their traded-up merchandise that its sales will be apart from all cheaper stockings in the same One of the Business-Paper Advertisements for Guildgeneral field.

According to Harry

Kinne, managing director of the Hosiery Guild, manufacturing developments caused these new mer-

chandising moves.

"Until about eighteen months ago," says Mr. Kinne in explaining the steps by which the guild came into existence, "seamless hosery was so knitted that it came of the machines unshaped from lop to toe. It then was pressed on

a steam board to give shape, only to lose that shaping at the first washing. Also, only a compara-tively coarse fabric could be knitted on the old machines.

"As a result of these production drawbacks, spiral knit stockings went into a cheap market where



mode Hosiery

\$1 was a good price. There was little spiral knit manufacturers could do to compete with the fine quality silk stockings turned out by the full-fashioned process, for seamless stockings could neither be shaped permanently nor made of real quality fabric.

"For some time, however, manufacturers in the spiral knit field had been doing well with men's hosiery. This success stimulated the seamless field, and about eighteen months ago a new machine was brought out to knit women's seamless silk stockings in a shape that would remain permanent.

"Along with this—a process whereby knitting needles made graduated stitching—the machines were able to use more needles and thus to knit a much finer fabric than hitherto had been thought possible. Today such machines carry 340 needles and make 182 gradations—which is revolutionary. "At the time this development

"At the time this development was taking place, there came a hurry call from retailers for seamless silk stockings to supply the demand raised by last summer's bare-leg fad. Women wanted stockings which made it appear that they were not wearing any. This led to an unfortunate mer-

chandising situation.

"For, in order to supply this demand from a new market, manufacturers in a position to turn out such seamless stockings released seamless hosiery of a lower quality than these women were accustomed to buying. One dollar was a good price for seamless hosiery, but the market in which these suddenly found themselves usually paid nearer \$1.85 a pair. It turned out, in consequence, that women had no great respect for hosiery so inexpensive, and in at least one instance the retailer was forced to set a much higher price on these \$1 hose in order to maintain his own prestige."

With new machinery developing rapidly, with a ready market for a higher grade seamless silk stocking, and with a background of low price and little respect for this hosiery, six manufacturers got to-

gether

In September, with D. L. Galbraith, president of American Textiles, Inc., as chairman, a meeting was held to plan action to change this entire situation. Six manufacturers worked out a productionmerchandising - advertising plan with several distinctive features.

"In October, as the Spiral Knit Hosiery Guild, with D. L. Galbraith president, the original six companies took steps to put their ideas into action," says Mr. Kinne.
"The first of these steps was to
create a hall-mark. This had been
done before in the hosiery industry, but the application of the
mark to spiral knit hose was different from previous uses.

"For instead of putting a mark on so-called firsts regardless of price or quality, this group planned to place its hall-mark only on such merchandise as was knitted to meet a list of minimum specifications and to sell above a certain price. The purpose of this use of the mark was two-fold. First, it was to identify all high quality hosiery turned out under the guild's supervision. Second, it was to build up for this quality hosiery an identity that would prevent retailers and consumers even considering it to be in the same field with inferior seamless hosiery.

#### A Label for Each Pair of Stockings

"For this mark the name Guildmode was picked, to be part of a label going on every pair of stockings made according to specifications. This label also would carry the individual manufacturer's license number. Thus a check would be made on all producers permitted to make Guildmode hosiery according to minimum requirements laid down for four stockings in three price ranges. If any producer wished to make even finer stockings than called for, he could go right ahead. The guild label was merely to guarantee minimum standards."

The aim to create a distinctive identity for quality seamless hosiery shortly led the Spiral Knit Guild to change its name to the Hosiery Guild. This was so that none of the old prejudice on the part of trade or consumer against cheap seamless hosiery would attach to the new organization. In addition, in all promotion and advertising, the guild set out to speak of its product not as "seamless hosiery" but as "women's fine gauge silk stockings without seams."

To build up such an identity, the original group of manufacturers underwrote an advertising cam-

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"Third dimensional screen stuff"

by Louella O. Parsons



I'd never be able to "get by" with the moving picture enthusiasts who read the New York American if I weren't personally and socially acquainted with most of the stars in Hollywood's firmament. These New York American fans certainly want the inside dope on their favorites. I remember the flock of indignant letters that came in one day after I'd been a little light in my column on personal gossip. Some readers said they'd started taking the American because they'd heard about my week-day and Sunday articles. My job is to keep these people pleased—and to induce them to bring new readers over to the American. The only way for me to do that is to be as complete and interesting and authentic as the rest of the paper—to give my readers a sort of third dimensional squint at their heroes and heroines.

THE

NEW YORK AMERICAN

PUT YOUR MESSAGE BEFORE THE MODERNS

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paign of three months, until the guild should function as an association able to pay its way. This campaign began in January in seven daily, weekly and monthly business papers and newspapers, on a staggered schedule.

The Hosiery Guild, on functioning as an association, on February 1 sent out fifty-five invitations to manufacturers known to have machinery capable of producing the minimum standard hosiery called for by membership in the guild. Five new members have since been taken in

"Under arrangements made by the guild," says Mr. Kinne, "the board of directors passes on each application. One hundred dollars is assessed against each manufacturer coming in as a member, and \$250 is charged against him for a license agreement which is good for a single year only, renewable

annually.

"In addition, for every dozen Guildmode transfers to be applied to the stockings he produces under the guild license, he pays 10 cents. Thus, in addition to paying fixed charges for the use of the Guildmode name on his quality merchandise, he contributes on a sliding scale which enables the association to govern its advertising according to the sales of the entire industry and to increase its efforts as sales build up.

"This method of assessment permits us to work over easily to a self-sustaining basis from the original underwriting, and we already have been able to increase our advertising appropriation to include This plan consumer advertising. also has allowed us to do sales promotion in several forms such as making personal calls on merchandise men and hosiery buyers of retail stores and doing educational work among home economics departments of universities, extension departments of State colleges, and leading women's organizations.

"On top of this we have been able to prepare, for distribution by our manufacturers to their customers and prospects, two pamphlets which present to the trade and also to consumers the sales points of our new hosiery. Ten of

these points are listed in the pamphlets, and they show the dealer and his customers just how far Guildmode silk stockings have traveled from the seamless hosicry of eighteen months ago in fit, beauty of fabric, and comfort. Magnified sections of the top, calf and ankle of the stockings are reproduced, showing the graduated shortening of stitch which is responsible for the tapering conformity to leg shape.

"On January 21, the first pair of these 'stockings without seams' to carry the Guildmode name, made in accordance with specifications drawn up by the guild and carrying the organization's hall-mark of quality certification, was presented to the trade in a formal gesture. Production of the new merchandise will be sufficient by the middle of March to take advantage of the consumer advertising scheduled for April 1."

### Lantern Club Holds Second Agency Luncheon

Agency Luncheon
The Lantern Club of Boston, an organization of magazine publishers' representatives, will hold an advertising agency luncheon on March 28. This is the second of a series of these luncheons to be held. The guests of the club will be Batten, Barton, Durstine & Osborn, Inc., Callaway Associates, Inc., S. A. Conover Company, Inc., and Doremus & Company,

### Nu-Grape to Acquire Mavis Bottling

The Nu-Grape Company of America, Atlanta, has voted to acquire the assets of the Mavis Bottling Company of America, New York. The organization and personnel of the Mavis company will be retained. Headquarters will be at Atlanta.

### E. S. Matthews Heads Electro-Kold Corporation

Edwin S. Matthews, formerly vicepresident, treasurer and sales manager of the Electro-Kold Corporation, Spokane, has been elected president. He succeeds the late Dr. X. L. Anthony.

### Cincinnati Agency Incorporates

Incorporation papers have been issued by the Secretary of State of Ohio to the Archer Advertising Company, Cincinnati. The incorporators are Rudolph R. Krebs, John L. Clough and Sanford A. Headley.



# Readability ALONE Doesn't Make a Magazine

### But, Readability is ONE reason for the success of NATION'S BUSINESS

OUR EDITORS look first for authority in selecting such contributors as O. H. Cheney, Julius Barnes, Andrew Mellon and Walter Chrysler.

They look next for understanding of business, combined with wide acquaintance and graphic expression, as exemplified in James H. Collins, Frank Tisdale, Edwin C. Hill, William Feather and Merryle Stanley Rukeyser.

Fresh viewpoints, thorough understanding, human interpretation expressed in good typography—these make readability.

NATION'S BUSINESS
WASHINGTON



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# The Farmer's Wife

is the only mag-

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exclusively for

the farm women

in America.

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### The Hub of the Wheel

LOGICAL — that advertisers should think of the shopping centers as deserving of their best attention. But the surrounding territory which depends on the small town for its merchandise should not be neglected, for 50 to 60% of the trade of the small town consists of the farm people from the surrounding territory. It is a usual thing for these towns to attract farm people from five or six counties.

The farm woman is the puchasing agent of the farm home, and her influence is an important factor in the choice of every article bought for the family, the home and the farm.

This farm woman is a subscriber to THE FARMER'S WIFE, the only magazine in America edited and published exclusively for her. It entertains and inspires her, and keeps her in touch with the modern trend. It is read by 900,000 farm women.

# FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers St. Paul, Minn.

Western Advertising Office

1806 Bell Building Chicago, Ill. Eastern Representatives

Wallace C. Richardson, Inc. 250 Park Avenue New York City

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# Victor-Radio

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ELECTROLA

advertised in St.Louis
exclusively in
THE ST.LOUIS STAR and the
other large evening newspaper

Advertisers, in increasing numbers, are depending more and more each year on the St. Louis daily afternoon papers for adequate and profitable coverage of the St. Louis market.

In the case of The St. Louis Star, as compared with the daily morning newspaper, this changed advertising policy is most apparent.

For instance, during the month of February, 1930, The St. Louis Star carried a greater volume of paid advertising than the daily St. Louis Globe-Democrat.\*

\*Figures taken from Media Records, Inc.

### THE ST. LOUIS STAR

National Advertising Representative-GEORGE A. McDEVITT CO.

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### Let the Salesman Compete with His Quota

You Can't Expect Much Enthusiasm from Men Who Know That They Have Very Little Chance of Winning a Contest

### By Charles A. Emley

Sales Promotion Manager, DeLong Hook & Eye Company

DISCUSSING the subject of D sales contests in the January 30 issue of Printers' Ink, the Schoolmaster says: "The Schoolmaster believes that the choice of a suit of clothes for a first prize is a sound idea." DeLong casts

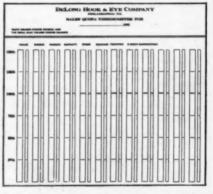
its vote for sales contests and thoroughly agrees with the Schoolmaster that a suit of clothes makes an ideal

first prize. Last year we conducted contest among our salesmen, the first prize for every quarter being a suit of clothes, which aroused more interest and enthusiasm than any other contest we ever In this contest each man competed, not with the other men, but with his own quota. Thus the cubs had an equal opportunity with the stars to win a prize.

naps and one on all of

the other products com-bined. In the race for the suits, each man's quota was based upon his 1928 sales by quarters. That is, his quota for the first quarter was based upon his sales in the first quarter of 1928. His quota for the second quarter was based upon his sales in the second quarter of 1928, and so on.

The man who beat his quota on all of the products including Delnaps by the widest margin, or if no one made his quota, the man who came nearest to making it, was given an order for a suit of clothes. The only rule was that no man could win more than one suit during the year. After winning a suit, however, the fortunate contestant would not "unlax," to borrow a word from Andy of radio fame, for there was a grand prize of \$100 in cash for the man who rounded out the year with the best percentage on all of the products except Delnaps. In the race for



Each man was given Salesmen Received Charts Like This at the Begin-two quotas, one on Del-ning of Each Month Showing the Standing of Each

this prize, each man's quota was based upon his total sales of all products except Delnaps for the entire year of 1928.

At the beginning of each month every man received two charts, exactly alike in design, one showing where he and the other contestants stood in the race for the suit at the end of the preceding month, and the other showing everybody's standing in the race for the grand prize. The chart was divided into columns, a small one and a large one for each man. The small column represented Delnaps and the large one the other products. The quota, of course, was represented by 100 per cent.

As both charts listed the percentages of all of the contestants, they kept each man posted as to his progress. If he found that he was lagging behind the procession he knew he would have to speed up to be in the running. With each set of charts we sent the salesmen a brief bulletin. A typical bulletin

Harry Wasson, who hails from that part of the country made fa-mous by Bing Miller, Al Simmons and other stars of Connie Mack's baseball team, wins the third suit of clothes. clothes.

Here's our hand, Harry. H congratulations upon having such a fine race in the third Hearty such a fine race in the third quar-ter. When the quarter began Harry was not looked upon as a very for-midable contestant; but as the weeks wore on, he gathered speed, lost a few more hairs from his sparse thatch and came under the sparse thatch and came under the wire the winner ten points ahead of his nearest competitor, Jack Starr of the city of the tamed Cubs. The attached charts tell the whole story.

Well, here we are 10 days on the road toward the end of the fourth quarter. One more suit for somebody. Who will that some-

somebody. Who will that some-body be?

In practically every bulletin we've emphasized that some of you men who haven't been in the running have a good chance to win a suit. We say it again! In a recent News Flash bulletin we related the story riash bulletin we related the story of Harry Cross, salesman for an oil supply firm, who went into a territory formerly covered by TWO salesmen and in six months sold MORE goods than his two predecessors TOGETHER had ever sold

cessors TOGETHER had ever sold in the same length of time. You remember how Harry did it—BY COMBING HIS TERRITORY. Now, stop a minute and think. Aren't there a lot of prospects in your territory that you called on a few times and quit or that you haven't called on at all? Why not see them during the final quarter and try hard to sell them? Comb every nook and cranny of your territory that looks as if it might contain "pay dirt." Even if you don't win a suit of clothes, your extra efforts will result in bigger commission checks which ought-to-please you. bigger commission checks ought to please you. Good luck to all of you.

The contest was spirited from start to finish. One man, for example, finished in second place three times, each time only a nose back of the winner. Some will contend that he was entitled to a consolation prize. Perhaps he was. Nevertheless, at the December sales meeting he took great consolation

in the fact that he had made the winners extend themselves!

I could relate many incidents proving that the contest spurred the vast majority of the men to greater effort, but one, I believe, will suffice. A chap who at the end of the second month in one quarter was within striking distance of first place, made up his mind to win the coveted suit. He had been trying to land the business of a firm that uses large quantities of a product similar to one of ours on certain articles of wearing apparel. He was reasonably sure that this business, if he could get it, would bring him under the wire the winner. He went after it with renewed energy-and he got it. He not only won the suit, but he was rewarded with a good account which will return him a pretty penny in commissions throughout the months and, we hope, years.

Every ambitious salesman wants to make more money. The only way to make it is through in-creased sales. Too many salesmen, however, harbor the mistaken belief that they have reached the peak of their productiveness. Bulletins, pep letters and the like have little effect upon them. They assume, and it is natural that they should, that they know more about themselves and about their territories than anyone in the home office.

It has been our experience that the right kind of sales contest will do more than reams of inspirational stuff to convince most salesmen that their territories contain more "pay dirt" than they have got out of it and that they com dig it out. Such a contest, whether the prizes be large or small, will inspire the majority of salesmen to extend themselves in an effort to land as near the top as possible; and upon extending themselves they discover latent powers they never suspected they had. Thereafter, knowing their capabilities, they have more confidence in themselves, and become better salesmen.

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To attain this objective, though, a contest must be planned so that each man has an equal chance with 0, 1030

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IT is five years since the initial advertisement for Durant cars appeared in Liberty. The extraordinary advancement in car design and performance in these years has been matched by Liberty's own progress to a position of rare dominance in the field of popular publications. In 1930, again, this noted manufacturer plans to press steadily upon the sales accelerator of a circulation now in excess of two and a quarter million families weekly—and still growing !

Voluntary newsdealer sales constitute the truest assurance of magazine readingpower . . . which must always precede any consideration of buying power!

**}**}
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every other man to win a prize. Not much in the way of increased effort can be expected of the man who is reasonably certain that no matter how hard he may work the prizes will be won by the stars of the staff. If, on the other hand, he knows that his chances are as good as those of the largest producers, he will not feel badly if he Delong contests are planned so that each man competes with his own quota and not with the other

### To Represent "Nature Magazine"

The Robert B. Johnston Company, publishers' representative, Chicago, has been appointed to represent Nature Magasine, Washington, D. C., at Chicago, according to an announcement by A. B. McClanahan, advertising manager of that publication, Blanchard-Nichols-Coleman, with offices at Atlanta, San Francisco, Los Angeles and Seattle, will represent the magazine in those cities.

### G. A. Leonard with Gates Rubber

G. A. Leonard, formerly sales manager of the Smith Welding Corporation, Minneavolis, has joined the Gates Rubber Company, Denver, as manager of merchandising, a newly created office. He will conduct market analyses, economic surveys and research work.

### Mrs. F. M. Anderson Joins Pedlar Agency

Mrs. Frances M. Anderson, recently a co-partner of the Premier News Feature Service, New York, and, at one time, with the Philadelphia Inquirer, has joined the copy staff of the Louis C. Pedlar Corporation, New York advertising agency.

### Polly Ann Account to Van

Allen Agency
The Niana Pure Food Company,
Waukesha, Wis., has appointed The Van
Allen Company, Chicago advertising
agency, to direct the advertising of its
Polly Ann chocolate malted milk. Newspaper, business paper and radio adver-tising will be used.

### J. T. Woodside Heads

Western Company J. T. Woodside, formerly vice-president of the Western Company, Dr. West's toothbrushes and Gainsborough hair nets and powder puffs, has been made president. He succeeds A. C. Levis who continues as a member of the board of directors.

### Life Insurance Sales for February

February

New ordinary life insurance sales for February amounted to \$730,735,000, as against \$683,663,000 for the corresponding mount of 1929. This represents an increase of 6.9 per cent. New ordinary life insurance sales for the first two months of 1930 amounted to \$1,443,590,000, as compared with \$1,343,506,000 for the corresponding period of 1929.

These figures are based on a report of the Association of Life Insurance Presidents and aggregate the business, exclusive of revivals, increases and dividend additions, of forty-four member companies, which have \$2 per cent of the total volume of life insurance outstanding in all United States legal reserve companies. serve companies.

### American Tobacco Reports Record Earnings

Net earnings of the American Tobacco Company for 1929 amounted to \$30,231,-348, after provision for all taxes and expenses, a record for the company. This amount represents an increase of 20 per cent over the earnings of the preceding year.

### Financial Account to Newcomb

Agency
Lee & Company, New York, financial house, have appointed James F. Newcomb & Company, Inc., advertising agency of that city, to direct their advertising account. New York and Connecticut newspapers will be used.

# Appoints Hart-Conway Agency The Rochester Manufacturing Com-pany, Inc., Rochester, N. Y., automotive equipment, has appointed the Hart-Com-way Company, Inc., advertising agency of that city, to direct its advertising account. Business papers and direct mail

will be used.

### General Petroleum of California to Smith & Ferris

The General Petroleum Corporation of lifornia, Violet Ray gasoline, has ap-inted Smith & Ferris, Los Angeles California, advertising agency, to direct its advertising account.

### New Account for Albert Frank

Agency
The Title and Mortgage Company,
Chicago, has placed its advertising account with the Chicago office of Albert
Frank & Company, Inc. Newspapers and
business publications will be used.

### Now Brevolite Lacquer Company

The Waukegan Chemical Company, Chicago, manufacturer of Brevolite lacquers, has changed its name to the Brevolite Lacquer Company.

ID

Kadio

In a field of five national farm magazines Capper's Farmer stood second in Radio lineage in 1929 . . . .

appers farmer

ARTHUR CAPPER, Publisher Topeka, Kansas

GUARANTEED CIRCULATION 925,000

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### FIFTY-ONE OF US OWN US

Fifty-one of the people whose pictures have appeared in this advertising own Batten, Barton, Durstine & Osborn. All are active in the business.

Should a stockholder withdraw from the company, his stock is turned in and is allotted to the men and women next in line.

We like owning ourselves. We think we do better work because of it.



EGBERT WHITE
Account Representative
New York



CLARENCE L. DAVIS
Vice-President
and Account Representative
Buffule



SAMUEL A. HARNED
Manager
Trade & Industrial Division
New York

0, 1930

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CARLTON L. SPIER
Head of Copy Department
New York



ROBERT W. BARNWELL Account Representative New York



R. J. HAYWARD Treasurer New York



LAURICE T. MORELAND
Account Representative
Boston



DONALD B. WHEELER
Art Department
Buffulo

# Batten, Barton, Durstine & Osborn

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building BOSTON: 10 State Street BUFFALO: Rand Building
PITTSBURGH, Grant Building MINNEAPOLIS, First Ectional-Soc Line Building

### Another Authentic Report of GOOD BUSINES in MILWAUKE



MARSHALL & ILSLEY BANK POURDED 184F

HENRER PEDERAL RESERVE STREET

MILWAUKER, WIS., March 10, 1930.



Mr. John H. Block, Publisher, Lisconsin News, Miltankee, Lisconsin.

Dear Mr. Blacks

In reply to your letter requesting our opinion regarding business conditions in Milwaylee, we here feel optimistic.

business in Milasukos has always been upon footing, and will continue so during 1830. Due to our diversity of inductinue so during 1830 diversity of agriculture in the state, conditions always results more or less swallised. Employment is probably better in Milasukos than in most lerge

This bank expects to see a prosperous 1270. te have enjoyed a profitable January and February of the year will be equally good.

JHP: FO

Very sincerely President.

"Ask the YOU NEED the NEWS

Boone Man"

WISCOSSI MILWAUKEE

Mr. Puelicher is at the head of one of Milwaukee's largest banking institutions, and is well known in banking circles throughout the country.

As a banker and

As a banker and prominent citizen, he KNOWS his Milwaukee!

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#### Making the Instruction Book a Good-Will Builder

Careful Thought Can Simplify the Directions and Help Insure . Consumer Satisfaction

#### By Arthur H. Little

A CONSUMER bought a radio set. Two weeks after the set was installed, there was a fight at Madison Square Garden. The consumer tuned in. He sat through the preliminaries. He heard the announcer say: "And now the ring has been cleared of photographers. There goes the ten-second signal

0, 1930

Talking to himself, the con-imer twiddled dials. Thus ensumer twiddled dials. couraged, the radio whistled. It imitated birds, windstorms, and locomotives.

The consumer went to his telephone, called his dealer and said:

"I want you to listen to some-

#### DIRECTIONS ON HOW TO OPERATE

#### How to Re-Wick the Lorain Oil Burner



First Take hold of chimney handle chimney off burner. This exp wick-stop (the perforated piece on top of burner

Second look-out and life stop (as shows in on No. 8.)

THE LORAIN High-Speed OIL BURNER

Third

The Lorain High Speed Oil Burner Instruction Book Not Only Instructs But Also Sells the Owner on What She Has Bought

for the main event, and in a mo-

At that point, the consumer's set lost interest in the Garden proceedings. In a meditative sort of way, it began to hum to itself. Pleased by its humming it hummed more loudly. Its voice rose to a howl and it sang as sings the banshee. Then, amused, it chuckled -the unearthly, ungodly chuckle of a ghoul-and resumed its singing, this time with an orchestration accompaniment of the music of the spheres.

"I'm sorry," said the dealer, po-litely, "but I can't seem to hear you. The line is on the bum, I guess."

guess."
"It's not the phone," said the consumer. "It's my radio. I want it fixed. My radio!"
"Now I get you," said the dealer. "Your radio. I couldn't hear you very well. But what about your radio—don't it operate right?.... It don't? Gosh that's too bad. I'd come right over and fix it myself, but I'm alone in the store. Could you wait about an hour? You see, all the boys are out on service calls because there's a fight at Madison Square Garden and—"

The consumer interrupted with an idea. "Wait a minute," he said. "Maybe I can fix the thing myself. Does an instruction book come with the set?"

"Oh that?" The dealer's tone was relieved. "You just want an instruction book. Well, sir, you've got one. Yes, indeedy. We inspect every set and make sure the customer gets his book."

customer gets his book."
"And," pleaded the consumer,
"can you tell me, please, where
the book is?"

"Ha, ha," said the dealer, genially. "You bet I can. Its right inside your set. And all you gotta do is take the back off. It may stick a little, but you can pry it out with a screwdriver. And there you are."

There, indeed, you are. It remains to be recorded that this particular consumer, after having burglarized his own radio set and found his book, immediately lost his untutored way in a jungle of words about push and pull and amplification, and then, convinced that he wasn't quite bright anyway, gave the whole thing up with the philosophic decision to wait for the morning papers.

Thus, in an interlude from the life of a perfectly good product, we find a summation of the whole problem of instruction books—how to write them and what to do with them after they're written.

#### "Let It Alone"

Holding fast to the opinion that, mentally, most consumers rather lean to the deficient side, many a manufacturer adheres to the policy of making his product as foolproof as possible and then confines his instructions to a decalogue of don'ts that boil down, generally, to the implied idea of: "Let it alone!" Others, realizing that the performance of a product may be improved by continual care of the product's health, venture a few guarded directions that are not wholly negative, but at least partly positive. And still others, aware that the buyer of a product is likely to pay scant attention to the product's operation until it starts to whistle at the wrong time, undertake a job of public education to the extent of explaining what makes the product go, how to keep it going, and what to do when it goes wrongly or refuses to go at all.

A survey of current practice reveals that if there is a trend in instruction material, the trend lies most distinctly in the direction of simplification and convenience.

For example, as adjuncts to its Delco - Light and water - system products, the Delco-Light Company issues books that were intended primarily for installation men and service men. But, because the books contain information of value to the user, every consumer is given his copy when his new purchase is installed. The books are thorough, and generously illustrated. Because they deal with subjects not altitudinously technical, they can be written in language that even a consumer can They tell how and understand. why-and why not. They satisty the curiosity of the man who, when he buys a thing, and purely for the enrichment of his own wisdom, yearns to know its internal philosophy. They offer brief and carefully worded suggestions. But the Delco company goes further. It summarizes the books-extracts the essence-and prints the condensed information on tack-up cards. And thus the consumer, if he can read and if he can drive four tacks into pine, can have at his elbow, so to speak, all that he needs to know about running an electric-light plant, or a water system, or an installation of Delco-

The card idea is applied, also, by the Maytag Company for its washers; by the Copeland Sales Company, for its refrigerators; by the Estate Stove Company, for its stoves (although, for its electric models, the Estate company issues a combined recipe book and booklet of operating instructions); by the Premier Vacuum Cleaner Company, for its cleaners; and, of course, by many others.

For its firearms and cycles, Iver Johnson's Arms and Cycle Works confines itself to tied-on tags, and ST.

# "It has become a part of my life"

—writes the vice president of a half billion dollar business, concerning The Business Week. The name of his business is as well known as General Motors or U. S. Steel.

That's the way advertisers want subscribers to feel about the publication carrying their messages.

It's the way most subscribers feel about

### THE BUSINESS WEEK

A Journal of Business News and Interpretation

NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT ST. LOUIS · PHILADELPHIA · BOSTON · CLEVELAND GREENVILLE · LOS ANGELES · LONDON

A MCGRAW-HILL PUBLICATION

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also, by s washs Comby the for its electric issues booklet by the Comnd, of

es, Iver Works gs, and to stickers on containers. Here is an instance in which experience dictates a policy of offering a minimum of suggestions.

"Our problem," explains J. Lovell Johnson, the Iver Johnson president, "is to induce our users to leave our products alone, especially so because many of our users are youngsters. We try to persuade our users not to try to 'do something' to our products; for, of course, if anything goes wrong, our dealers. always instruct the purchasers to bring the products back under the guarantees."

Instructions that accompany the Iver Johnson revolver explain how to open it for loading, how to eject the shells and what to do about repairs and parts for replacement. Instructions that accompany each rifle and shotgun specify the kind of ammunition for which the arm was designed and emphasize the fallacy of "shooting out" such things as clogged bullets and plugs of mud or snow. Instructions that accompany each of the cycles explain, in one paragraph, how to assemble the parts right-side-to.

In one instance, a simple instruction card has been the result of evolution. Says C. M. Snyder, of the Walker Dishwasher Corporation: "We have published a great many different instruction forms, ranging from very elaborate booklets to very simple cards; and we have found that the card we now use serves our purpose best. phraseology is adequate, but nontechnical for the understanding of the average housewife. Our theory is that, in the preparation of instructions, the manufacturer is . guided by experience with his consumers' reactions; and that, over a period of time, he will continue to simplify and shorten his instructions to the extent that they may be presented on a small card."

The Walker card, one side of which displays instructions for installing and the other side information for operating, incorporates a novel feature—a feature of advertising value—that we shall consider later on in this article.

Now for one of the newest and most complex of products, the radio. Thus far, no one knows all

about what goes on in a receiving set. Radio deals with principles that are not yet fully explored. As a problem in instruction-book technic, radio is just about perfect. The manufacturer who would tell his users how his set operates-and thus implant in their minds some foundation of understanding of its care and feeding-must adopt one of two courses. Either he must assume that his users already understand the principles of the wireless transmission of sound, or he must explain those principles in a sort of prologue. Either course he pursues is likely to lead into the difficulties of technical language; for sooner or later in his instruction literature, he must employ terms for which there are, thus far, no lay synonyms. What has been the industry's experience in instruction; and what are its conclusions?

#### Is an Instruction Book Necessary?

Oddly enough, at least one manufacturer has concluded that, with this complex and mysterious prodthe instruction book might well be omitted—if it weren't for custom. "Frankly," says Duane Wanamaker, director of advertising of the Grigsby-Grunow Company, "we could omit the instruction book in most instances, if it weren't for the fact that it is customary to include instructions." For Mr. Wanamaker believes that "anyone with horse sense" can hook up a Majestic. Since a book of some sort must be furnished, Grigsby-Grunow however, trusted the writing task to a non-engineer. "And," Mr. Wanamaker explains, "not being an engineer, I could not write engineering prin-Hence the Grigsby-Grunow book does not "waste a lot of space telling people unnecessary things about the reactions of coil condensers and such thingswhich they wouldn't understand, anyway.'

In general, Mr. Wanamaker offers this: "My advice to companies making electrical or other intricate appliances is to let an engineer write the necessary facts, first placing him in a sound-proof room without food or water and

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It's not the number of a newspaper's but the number of a newspaper's buyers that counts

## THE CLEVELAND NEWS

George A. McDevitt Co., National Representatives

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# WOOLENS & WORSTEDS The Most Debatable Business

HE woolen and worsted cloth trade is said to be the world's most debatable business. Discussion starts when the wool is on the sheep's back and never stops until the consumer has made his choice of cloth or clothing. Dyers, spinners, wool graders, selling agents, designers, and others all the way to the clothier's salesmen, cherish their own views as to the best method, process or cloth for any season or purpose. Opinion varies more than about any other fabric; for unlike cotton, silk and other fibres, fabrics made of wool cannot be graded by any simple rule-of-thumb test. Even the most skilled buyer is often at a loss to classify off-hand the precise or comparative qualities of a group of woolen or worsted samples.

Hence the great advantage of reputation to a manufacturer of woolens or worsteds. A favorable opinion of his cloth means its success in the market. Cutters, clothiers and retailers turn to the products of mills in which they have confidence. Such confidence is the fruit of satisfactory performance, and reputation therefore can be increased by well-conducted trade advertising

The consumer-purchaser in turn, bewildered by differences of opinion arising from the intricacies of woolen and worsted goods, leans upon the recommendation of the retailer. Hence the favorable opinion of the retail distributor is most essential.

In the distribution of our annual production of over \$800,000,000 worth of woolens and worsteds, three factors are of chief importance—the cutter-up, the wholesaler and the retailer. The favorable opinion of each is essential to successful marketing of cloth made from wool. When these three factors agree that the product of one manufacturer is outstanding, this agreement is reflected in orders and profits for the mill.

## THE FAIRCHIL

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DAILY NEWS RECORD MEN'S WEAR FAIRCHILD'S INTERNATIONAL (PARIS)

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The Fairchild market is the distributor market for woolens and worsteds.

The buying personnel throughout the entire woolen field read one publication first of all—DAILY NEWS RECORD, the Fairchild newspaper of the textile-apparel industry. This paper is the market for wools, as for woolens and worsteds. By virtue of its far-flung news organization with experts in every principal wool center of the world, it presents a news service to the buyer which no other paper can hope to render, and it is followed with correspondingly close attention.

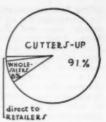
Important in the field of woolens and worsteds for male apparel is MEN'S WEAR, the principal paper of the clothing and furnishing trade.

RETAILING, the Fairchild weekly newspaper of modern distribution methods, reaches the important people in department stores and specialty shops.

WOMEN'S WEAR DAILY covers the cutting-up trade in women's apparel, as well as the most important section of the retail trade in readyto-wear and related articles.

STYLE SOURCES, the largest-circulating magazine in the textile-apparel field, assures complete coverage of the retail trade as well as of stylists and designers whose influence is of primary importance in the buying of ready-to-wear and decorative fabrics.

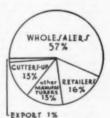
Whatever commodity in the textile-apparel field you may be interested in, the Fairchild Market Research Department is at your service to put at your disposal market data gathered by experts at first hand. The inquiries of advertisers and advertising agents are welcomed.



Distribution of Woolens and Worsteds for Men's Apparel



Distribution of Woolens and Worsteds for Women's Apparel



Distribution of Miscellaneous Woolens and Worsteds

## UBLICATIONS

3th STEW YORK, N. Y.

RELAND MEN'S WEAR DAILY FAIRCHILD BULLETINS (LONDON-PARIS)
TYLE SO ACHILD TRADE DIRECTORIES MAN and his clothes (LONDON)

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telling him not to try to display his knowledge but to stick to the simple facts and the necessary Then let someone with at least a fair amount of common sense take the engineer's data and write a set of instructions."

To avoid complexity has been the aim, also, of the Atwater Kent Manufacturing Company. F. Atlee, of the company's service department:

We believe that, at least in some measure, we have avoided the com-plaint that instruction books usuplaint that instruction books usu-ally are written in language too technical for the layman. Our book-lets were written by a college grad-tuate, who has had a combined ex-perience in radio—as a hobby he adopted while he was in school and has followed in business, and in has followed in business, and in instruction work as a private tutor in a boys' school. However, be is sof a radio engineer, although, of course, the instruction material is written with the assistance and approval of our engineering department.

ment.

In the foreword, which is brief and double-spaced to induce reading, we emphasize that the instructions that follow are written in simple, non-technical language, and we urge the purchaser to read them, in order that he may get the most out of his set.

We have tried to get the purchaser's point of view. Accordingly, in the instructions we take up successively the points that we believe would present themselves in his mind. Thus, we follow through the various steps in unpacking, obtaining the required equipment, installation, operation and maintenance. ing the required equipment, installation, operation and maintenance. Of course, to make certain steps in the procedure entirely clear, we use illustrations; and we believe in using an ample number of them. They make for easier reading and easier understanding.

casier understanding.

In the final paragraph, we try to cover all the most common points on which the user might be doubtful or might require additional information—such points as noises in reception, procedure in case of trouble, and so on.

In the preparation of instruction material we spare no expense, for we believe that proper instructional material is a valuable asset, in that it acts as a kind of indirect advertising and tends to build good-will for the manufacturer. The printing and engraving are done by Philadelphia's leading houses; and the paper and cover stock are highgrade.

Mr. Atlee touches upon a matter of importance: the fact-sometimes overlooked by manufacturers -that instruction material can be applied to uses in addition to mere

instruction. It can help, for instance, in the gathering of a mailing list.

A number of companies have designed their instruction cards so that a part of each card is detachable and printed in the form of a postcard, to be mailed, by the purchaser, to headquarters.

Generally, to insure that the card actually will be returned, the manufacturer offers some sort of incentive. Printed on the detachable portion of the instruction card that goes with a Walker dishwasher is the following invitation: "Please fill out the blank spaces provided below, and a free sample of dishwashing powder and a guarantee covering your Walker will be sent to you.

"This is a most practical method of building an adequate consumer list," Mr. Snyder, of the Walker "Otherwise. company, explains. we'd know very few of the ultimate consumers of our machines, for our billing and other contacts are entirely with the trade.'

The same expedient is applied by the Copeland Sales Company, which, on its detachable postcard, offers a book of recipes for frozen desserts.

Each of the return cards, incidentally, is designed to bring in from the consumer the following mailing-list information: Customer's name and address, date of the product's installation, and the unit's serial number.

Many manufacturers recognize their instruction material as an opportunity for selling effort, or at least for "reminder" advertising. Thus the instruction tag that acevery Iver Johnson companies cycle calls attention to the fact that the same company makes firearms. In addition, the instruction card that accompanies every Iver Johnson velocipede tells the purchaser: "After the little rider has outgrown this velocipede, we have just the right size Juniorcycle (sidewalk cycle) or bicycle to suit. Write us and we will send you a handsome illustrated catalog de-scribing our complete line for all ages." Similarly, the instruction card that accompanies the Juniorcycle, introduces in the same an20, 1930

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ticipatory way the Iver Johnson bicycles.

Running through most instructional literature is a vein of direct advertising for the specific prodnot that the literature accompanies. Obviously, its intended effect is to keep the customer sold. Obviously, too, it is directed at the customer's desire to believe that that which he has bought is good. Thus, in the foreword to the instruction book for the OilPull tractor, built by Advance-Rumely: "Every Oil-Pull is built of the best materials and workmanship obtainable and is a quality machine. If the rules given herein are closely followed, every OilPull owner will benefit to the fullest extent from the dependability and long life built into it at the factory."

And thus in the instruction book that accompanies the Lorain High-Speed Oil Burner, manufactured by the American Stove Company: "The woman who buys a cook stove equipped with Lorain High-Speed Oil Burners can feel satisfied that she possesses a stove that will perform every cooking opera-tion perfectly. Such a stove cooks easily, rapidly, economically and so well that its use is a source of continual pride and pleasure to both housewife and members of the family." And with that sort of start, the Lorain booklet then proceeds, with illustration and text, to identify and describe the burner's exclusive features and to explain, in an instructional way, its operation and management.

In general, it would seem that the matter of instruction material sums up, approximately, as follows:

1-Whether the product be highly complex or exceedingly simple, careful thought that remembers always the consumer's mental status can produce a booklet or card that will be truly instructive.

2—Careful thought might well extend, also, to the manner by which the instruction material is to be placed in the customer's possession. Those manufacturers who permit their brochures of directions to be locked within their products' insides seem not to know

that the average household tool kit does not include a jimmy.

3—Intelligent directions that may be followed with a fair degree of faithfulness by the consumer will help insure satisfactory performance and help win the consumer's friendship. And

4—The good-will effect can be heightened if the directions are planned and worded so as to call attention to the product's peculiar virtues and advantages.

### Organ Account to Wardell Agency

The Welte-Tripp Organ Corporation, Sound Beach, Conn., has appointed the S. E. Wardell Advertising Company, New York, to direct its advertising account. Business papers and direct mail will be used.

#### Now Collins & Alexander, Inc.

The name of Collins & Inglis, Inc., Chicago, photo-engraving, has been changed to Collins & Alexander, Inc. This change brings into the firm name Thomas Alexander, superintendent and treasurer of the company since its inception. Mr. Alexander will continue to direct production for the company.

#### F. G. Barry with Boyle Agency

Frank G. Barry, formerly with Chency Brothers, the Holeproof Hosiery Company and the Corticelli Silk Company, all of New York, has joined John D. Boyle, Inc., advertising agency of that city, as an account executive.

#### "Catholic Union and Times" Appoints James J. Barrett

James J. Barrett, formerly advertising manager of the Corning, N. Y., Leader, has been appointed managing editor of the Catholic Union and Times, Buffalo.

#### Appoints Central Agency

Carlin Comforts, Inc., New York, bedroom accessories, has appointed the Central Advertising Service, Inc., advertising agency of that city, to direct its advertising account. Magazines will be

#### Appoints Albert Frank Agency

The Henry Mandel Companies, New York, have appointed Albert Frank & Company, Inc., advertising agency of that city, to direct their financial advertising.

George B. Curran, formerly with A. McKim, Ltd., advertising agency, has been placed in charge of the commercial printing division of Warwick Bros. and Rutter, Toronto.

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#### THE LARGEST MAGAZIN

# \$3,000,000 more than last year

So far in 1930 advertisers have ordered space in Crowe Publications amounting to \$3,000,000 more than was ordere a year ago for 1929 issues.

Crowell circulation has increased more than a million sind last year.

Month after month, Crowell Publications are breaking the own records—both as to circulation and advertising.

Crowell circulation has reached these record figures because of a modern, progressive editorial policy. A policy the advocates change and improvement; that points the watto ambitious thinking, to a broader viewpoint; that fosters the desire for better homes, better

that fosters the desire for better homes, better clothes, better furnishings, better equipment, better living.

And advertisers have learned that this kind of an editorial policy works hand in hand with progressive American industry.



WOMAN'S HOME COMPANION, THE AMERICAN MAGAZIN COL

20, 1930

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#### ZIN CIRCULATION UNIT OF AMERICA



Crowell offers the advertiser of today a vast, responsive and growing market—a market ready, able and willing to buy any product that makes for better living, better health or greater happiness.

AGAZIN COLLIER'S, THE COUNTRY HOME, THE MENTOR

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## **Markets and Media**

## at a Glance

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FROM THE NEW 1930 EDITION OF THE

## CRITCHFIELD DIGEST

This little book—now in its 18th Annual Edition—contains a vast amount of practical facts of wonderful help to business executives for everyday reference.

In it you find an accurate analysis of every buying center in the U. S. and Canada having a daily newspaper—its population, car registration, industries, banks, retail outlets, etc. Also data on daily newspapers covering these markets.

#### **New Radio Station Section**

Here's a new feature of this latest Digest—a list of every major broadcasting station in the U.S. and Canada, with call letters, power and time rates.

The Digest is indexed for instant reference—and up-to-the-hour. Price \$2.00; sent on approval, with privilege of return.

#### CRITCHFIELD & COMPANY

Advertising

Chicago New York Philadelphia

Minneapolis

### Don't Charge for Your Catalog

Your Catalog Is Your Store, and You Wouldn't Think of Charging Admission to a Store

"ARISTOCRAT" BARRED PLYMOUTH

W. D. HOLTERMAN FANCIER FORT WAYNE, IND.

Editor of PRINTERS' INC.

Desiring to eliminate scuriosity scekers and picture-book clippers from among our catalog inquiries, we have been thinking of asking a dime for our catalogs, in our periodical content of the property of the prope

. 1930

dime for our catalogs, in our periodical advertising.
Have you printed any articles pro or con along this line, or do you know of any experiences which would help us to come to the right decision? We fear to take the step without some definite idea that it will be successful, because mo one else in the poultry business follows such a plan at the present time. We do weed out our inquiries each day as they come in, removing the obdo weed out our inquiries each tay as they come in, removing the obviously undesirable class, but undesirable class, but undesirable easili carrying a heavy burden of worthless trash. I will appreciate any help you can give me in this matter. Stamped envelope is enclosed for your reply. Howard T. Dran.

WE have printed a number of articles on the subject of whether a mail-order organization should charge for its catalog; but, to borrow from the phraseology in the letter written by Mr. Dean, most of them have been con rather than pro. Here and there is still to be found a mail-order house that guards against "curiosity seekers and picture-book clippers" exacting a small charge for its catalog, but these are decidedly in

the minority.

When a man is operating a retail store - and this, as everybody knows, is the most nearly logical and natural way of selling goods to the consumer-what he wants most of all is to cause people to enter that store in the greatest possible numbers. He seeks a location where the foot traffic is heaviest, where his window displays may have their maximum effect in drawing people inside. He advertises certain goods not altogether from a desire to sell the goods, but to cause people to visit his establishment and come in contact with his stock as a whole.

Ii Mr. Holterman and Mr. Dean were conducting a store in which

they sold "Aristocrat" Barred Plymouth Rocks they would not dream of charging 10 cents admission; neither would they station a man at the door to ask prospective entrants whether they were there merely because they wanted to see the chickens (curiosity seekers, in other words) or whether they really thought they might buy something if they were permitted to go inside.

People could enter that store and look at the feathered beauties to their heart's content, just so they did not make nuisances of them-In fact, this is the very condition the owners would exert themselves to produce, through advertising or otherwise. And the sales, other things being equal, would be in direct proportion to the number who came to look casually, to inspect with a pre-conceived wish or decision to buy, or even to loaf.

Here is where the country's leading mail-order merchandisers recognize that the store has an advantage over the best of catalogs; it shows the actual (in this case, the live) merchandise, while the

catalog shows only pictures.

But Mr. Holterman wanted to extend his Plymouth Rock business far beyond the confines of Wayne. Resultful as the over-the-counter method is, he could not have a store in every town or marketing center. sequently he did the next best thing: he issued a good catalog in which, by means of pictures and descriptions, he took his stock to the people.

Here substantially the same conditions apply as before. Instead of advertising a store, which at best could be visited by only a fraction of his potential market, he advertises the store's representative or substitute, i.e., the catalog. The more people he can cause to read and study this catalog, the more business he is going to get.

Under the circumstances, then, it

would be just as incongruous, just as bad merchandising, to charge 10 cents for his catalog as to ask the same price for admission into the store. The customers or prospects have access to the stock in either case. A proportionate few might pay for the catalog when they A proportionate few might would be outraged if asked to pay to look through a store. But the majority of them wouldn't. Sears, Roebuck & Company and Montgomery Ward & Company found this out many years ago. firms also wanted to eliminate the curiosity seeker and they managed to get along, after a fashion, by charging for their catalogs. But their real growth, leading up to where they are today, commenced only when they put their catalogs at the free disposal of everybody who asked for them-and also exerted themselves to induce more and still more people to ask.

#### The Proper Perspective

When a company selling at retail through the mails looks upon its catalog as its store—which is what it is and nothing else—there is never the least question about whether a nominal charge should be made for the catalog. The answer is consistently and everlastingly no. A retail stock is a retail stock regardless of whether it is sold from behind a counter or through a catalog, and the same general advertising and merchandising principles apply in either

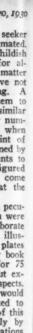
This is a point that cannot be stressed too strongly. It is more of a task to buy from a catalog than from a store; but catalog selling to the consumer is retailing pure and simple. The disadvantage under which the catalog admittedly labors is at least neutralized by its wider range of selection and perhaps by its lower prices. Hence the good retail store and the good catalog are on what might be termed an equal footing. Hence, again, customers and prospects should be admitted to both on exactly the same terms, which means that neither should be asked to pay for looking at merchandise which they are going to be asked to buy.

We believe this curiosity seeker bogev is very much over-estimated. There are many people of childish mentality who will write for almost any piece of printed matter they see advertised, and have not the least intention of buying. A the least intention of buying. A similar curiosity induces them to nose around in a store, with similar lack of intention. But their number is really small after all when considered from a standpoint of percentages; the loss occasioned by sending them catalogs amounts to little or nothing when figured against the advantages that come from placing the catalog at the easy disposal of everybody.

Meanwhile here is rather a pecu-liar thing: if Mr. Holterman were to make his catalog an elaborate treatise on poultry culture, illustrate it with a lot of color plates and bind it up as a regular book he could probably sell it for 75 cents or \$1-to a limited, but extremely choice, list of prospects. But these same prospects would not buy the catalog if asked to send a dime for it. Books of this kind are often sold, notably by building material organizations such as the Hardware Manufacturers' Institute of Memphis, Tenn. Their appeal, however, necessarily must be largely institutional, with the selling message more or less indirect.

If a man expects his eatalog to produce direct sales he ought to try to make its circulation as wide as possible. He can eliminate curiosity seekers by charging a small price for it, or even asking for stamps to pay for the postage. But, by the same action, he also eliminates a large part of his profitable trade.

The retailer operating a store would indeed be a happy man if everybody entering his doors would buy something from him; so would the mail-order seller if everybody who inquired for his catalog would do likewise. Charging for a catalog means, in effect, this: "If you only want to look at our merchandise don't send for this book; you cannot have it unless you are sure you want to buy something."—[Ed. Printers' Ink.



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## 15 MILES ADD

Municipal Boston is credited with a little less than 800 ost population by the 1920 census. But, within a radius of fift op miles from City Hall are nearly two million people. Cambrid e i reached; by subway in eight minutes, Brookline, the Newto his Somerville, Malden, and other large centers of population are ost

an integral part of the Metropolitan system, although each retains its civic entity. Stretch the radius 15 miles more and another million is added.

Here is what Business Boston offers to the advertiser within the 30-mile area:

19 cities over 25,000 population

23 cities over 10,000 - 25,000

28 towns of 5,000 - 10,000

20 towns of 2,500 - 5,000

40 towns under 2,500

This population of 3,000,000 people is prosperous and responsive to well-planned and well-executed advertising. They are liberal buyers and prefer the merchandise made known to them through consistent advertising.



Advertising Representative: GEORGE A. McDEVITT CO. 250 Park Ave. New York, N. 1 914 Peoples Gas Building Chicago, Ill.

BOSTON HEL

. 20, 1930

## DTHER MILLION

than 800 oston differs, however, from other cities in one respect—its us of fift tople are divided into two separate and distinct groups through Cambrid to influences of tradition, sentiment, heredity and environment. The Newton his division is made quite apparent through a comparison of action are oston's major daily newspapers.



Foreight years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily papers.

entative: VITT CO. York, N. 1 Building The Herald-Traveler differs from its three contemporaries in almost every respect. In its editorial policy, in its method of display and manner of news presentation it shows its allegiance to one of the two population groups. Carrying, as it does, the largest total of advertising lineage of any Boston daily, indicates the greater buying ability of Herald-Traveler readers and shows that advertisers, national as well as local, consider them preferred prospects. Three other papers serve the other group.

To cover Business Boston thoroughly is not difficult. It is necessary only to remember the divided status of its people. The advertising columns of the Herald-Traveler must be used to reach the important group, while one of the other papers can be used to appeal to most of the other.

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#### Announcing

#### "MYSTERIES LAID BARE"

\*People concerned with advertising constantly ask, "How do you get your subscribers?" They also ask, "How do you keep them once you catch them?"



Just off the press is TIME's "1930 Red Book" which bares these mysteries, setting forth in detail the circulation methods which underlie TIME's all-important, dyed-in-thewool, cover-to-cover Reader Enthusiasm.

> How subscribers are obtained, how renewed, constitutes for advertisers and publishers a subject of the hour.

\*TIME's "1930 Red Book" culation vitality and the (just off the press) furnishes reader enthusiasm of all advertisers and their agents a yardstick by which the cir-

magazines may be at least partly appraised.

\*Write today on your letterhead: "Send 1930 Red Book" - sign, and mail to O. D. Keep, Promotion Manager, Time, Inc., 205 East 42nd Street, New York City.

#### A Battle Without Gloves

"Piggly Wiggly" Saunders Swings a Wicked Right at "Hello World" Henderson

W. K. HENDERO K. HENDERSON, of works owner, coffee salesman, and broadcaster of invectives, has been thoroughly described in PRINTERS' INK. When he organized the Merchants' Minute Men at \$12 per Minute Man, sold "Hello World" coffee for \$1 a pound and continued his vitriolic attacks on the chain stores. he realized he was starting something.

Among those whom he seems to have started on his trail is Clarence Saunders, none too gentle a battler himself, whose Piggly Wiggly experiences and whose subsequent comeback as Clarence Saunders— Sole Owner of My Name Stores, have made an interesting chapter in American business. A short time ago Saunders launched a wicked blow in the general direction of Henderson in the form of fullpage newspaper advertisements and announced that his first broadside was one of a series in which he will "punch some more facts at you, old man Henderson."

It is certainly personal advertising with a capital "I." One paragraph says: "That there'll be no mistake as to who wrote this article, I, Clarence Saunders, wrote every word of it and I live at Memphis, Tenn.-a short journey from Shreveport to Memphis or from Memphis to Shreveport."

With that invitation to what sounds almost like personal combat, Saunders proceeds to fling some hard, fast words at the vitriolic broadcaster. They are frankly written to make Mr. Henderson, of Shreveport, "madder and madder, and the madder you get the more foolish will you act.

While some of the copy in the campaign is extremely personal in its nature, some of it is interesting in its sarçasm concerning the main opposition to chain stores, namely, that money is taken away from the home town and goes to a giant corporation in some distant big city. The caption is, "Eat Your

Cotton-Don't Sell It to a For-

eigner."

Have nothing to do with the heathen without the borders of your home town," the copy con-

Build a stone wall around the home town and let no stranger come over it. Stop all progress and let grass grow in the streets that the home cow may there Kill that same cow for your beef to eat, for the foreign raised beef is only to be shipped in to take money out of the home town to send it to the big packers of Wall Street.

"Don't sell your cotton to the foreign corporations of Street, for if you do you'll buy it back in automobile tires, dresses, thread and thousands of other things to make fatter the gold belly

of Wall Street.
"Let the inhabitants of the home town eat all the rice, the sugar cane, the sugar beets, the beans, the potatoes, the cabbage, the strawberries, the tomatoes, the corn, the peas and all the eggs and chickens grown and raised in the home town community, for if it's right for the home town man not to buy from anybody but another home town man, it's likewise right for the home town man to refuse to sell to anybody but another home town man.'

Saunders suggests that the peo-ple who send "money for his hot air ought not to get anything back but hot air, and hot air only will

you get."

It is doubtful when the Shreveport battler began his attacks on the chains he ever expected to draw so doughty and redoubtable an opponent, skilled in all the arts of invective as Clarence Saunders. For they say the latter has a lot more tricks up his sleeve and that one of the big blows, which will make the whole country sit up and take notice, will be a piece of copy entitled "A Shiny-Eyed Rat."

But Henderson is not the man

Mar.

to wait for a blow he sees coming. He seems to thrive on a battle. One night soon after the Saunders attack, and the nights following, in many a quiet farmhouse a noise which sounded like the cackle of chickens could be heard. But it was coming in via the loud speaker. It was the fa-mous laughing record directed at Saunders. Then a high effeminate voice kept saving "Oh. Clarence." and later the solemn warning was given that Henderson had checked

up on him and would tell all. Henderson read telegrams from

various listeners of his who had read the Saunders advertising and invited their champion to go get the Piggly Wiggly man. For those who enjoy a ringside seat at such a fight it looks like a warm and exciting spring.

And, in the meanwhile, while the fight waxes hottest, it is entirely probable that Henderson, of Shreveport, will find time to sell coffee and Saunders, of Memphis, take sufficient time away from his battling to sell merchandise across the counters of his "My Name

Only" chain.

#### What Groucho Says

When Good Clients Get Together

IF an agency man wants to keep his last shirt, he should keep

his clients apart. Scatter blew in the other day, then unexpectedly Biddle came in. (Ordinarily Biddle never comes in before 5 P. M.) I asked both Biddle and Scatter to lunch. As we were getting into the elevator Chatterton stepped out of it, so we hauled him along. Chatterton doesn't drink-violent dry. Biddle violent wet. Scatter is either wet or dry, whichever is free.

Quick thinking by Groucho. Told Biddle I had a message for him on my desk, hauled him back for a nip while the other two

waited.

I was much perturbed at the possibilities of this combination at luncheon. Tried to keep the conversation on cultural subjects such as music, art, drama, travel. No

Biddle started in on a research job we had done for him. "Aha," said Chatterton's eyebrows, "they never gave us a research job." Biddle didn't say that he paid for this job. Yes, really we got back 30 per cent of the cost.

Scatter mentioned the group of six service men who were working on the Atwell business, trade papers and all. "Aha," said Bidpapers and all. "Aha," said Biddle's eyebrows. "Much as even one service man works on our ac-

Chatterton said: "I really think that sales-budgeting work yourman gave us has added 20 per cent to the efficiency of our demonstration crews.

Biddle's eyebrows and Scatter's eyebrows said, just like a college yell: "Budgeting!-Ah-Budgeting -Ah-What's the matter with budgeting us! We want Budgets! We Want Budgets! Who will give us budgets? Now all together-Groucho will give us budgets! Budgets! Budgets! Rah! Rah! Rah!"

I was just thanking God that Baxter wasn't there telling about our "Liaison man," and that Atkins couldn't prove that he needed sixteen tentative schedules to evolve a real schedule, when Scatter told how fine we had been to send an orator around to address their twelve district sales conventions. (The orator took ill soon after.)

"There's an idea for us!" said Chatterton's eyebrows and Biddle's

eyebrows.

Well all this is just a small part of it. We were three hours at

I gave the boss a full account of this luncheon next day. Boss was feeling fine when I started. Slumped a little deeper in his chair at each gory detail. Finally I could only see his prickly bald spot across the desk. "Groucho, the treasurer and I had been figuring on risking a dividend, but I dunno, I dunno.

GROUCHO.

20, 1930

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## A <u>Dissatisfied</u> Newspaper and its Dissatisfied Market

The Cincinnati Post is a dissatisfied newspaper. Its readers are a dissatisfied people—with the constructive dissatisfaction that has been back of every worth-while advance this world has ever made.

Seven years ago, the Cincinnati Post, as the leader of this great group of forward-thinking, civic-minded Cincinnatians, was dissatisfied with the local political situation, ruled by a boss who lived in New York City. And the Post was the only Cincinnati newspaper to champion the change.

One year later that gang rule was overthrown . . . a reform government was put into power . . . it has been kept in power . . . with the result that today Cincinnati is called the best governed large city in the United States.

And the Cincinnati Post is still the champion of change, the champion of progress, as a casual reading of any issue will show.

A group of people ambitious enough to want a new government is ambitious enough to want the new in motor cars, radios, clothes, foods, homes, electrical appliances, and all the other things you make and sell and advertise.

Put the Cincinnati Post on your list and reach this progressive part\* of the Cincinnati market—that part of the market which not only wants the new, but which also has the money to pay for it.

\*The Post is read by 61% of all families in Cincinnati and suburbs.

## The Cincinnati Post

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS, 230 PARK AVE., NEW YORK CITY

> MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS . . . OF THE UNITED PRESS and of MEDIA RECORDS, INC.

CHICAGO SAN FRANCISCO LOS ANGELES DALLAS DETROIT PHILADELPHIA BUFFALO ATLANTA



The Evening Bulletin offers thorous coverage at a lower cost in America great Home Center; offers the officence of wholesale and retail but ness in Philadelphia to facilita distribution—an economy of sifefort and advertising expense who other metropolitan market affort

## THE NEWSPAPER

#### OF PHILADELPHIA BUSINES

BUSINESS in Philadelphia buys and sells through the columns of The Evening Bulletin.

In this great market of homes, where retail sales total almost one billion dollars yearly, The Bulletin is the point of contact between dealer and customer.

Because Philadelphia business men know The Bulletin: For thirty-four years, they have watched and checked its dayby-day performance. They have seen it grow from a small daily to a place among America's great newspapers... from a few thousands of circulation to more than half a million today.

A record of natural and solid growth that is unique in publishing history: For The Bulleti does not deal in sensationalism gives no premiums; runs no con tests; uses no artificial method of stimulating sales.

In all America there is no similar market opportunity, today Philadelphia's "billion - dollar sales area contains 572,600 homes; The Evening Bulletial circulation of 555,711 copie daily (almost entirely concentrated in this area) reachenearly every home.

A coverage which is more than twice as great as that of any other Philadelphia evening newspaper; which almost equals the total coverage of all Philadelphia morning newspapers.

America rs the con retail bus facilitan ny of sale ense which

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## The Ebening Bulletin

PHILADELPHIA

New York Office: 267 Park Ave. Detroit Office: 221 Lafeyette Bfrd. Chicago Office: 333N.MichigenAve. SenFrancisco Office: 641 Market St.



#### How Many Years Since You Had His Job?

At least 400,000 men living in the United States today were employed as GRIT agents during their boyhood. Perhaps you are an old "GRIT Boy" yourself?

In that case, you know about GRIT'S conscientious, clean cut, circulation policies. GRIT never has countenanced so-called "drives", discounts or premiums for long-term subscriptions, nor clubbing offers with other publications. Today, as in your youth, practically all of GRIT'S circulation is delivered into readers' homes at 5c per copy, by GRIT'S exclusive boy agents.

Result? Consistent growth, built on the solid foundation of reader interest. Circulation increased 24% during the last five years, reached a high weekly average of 391,096 copies in 1929, and promises to exceed even that record in 1930. (Circulation, March 9, 1930 issue, was 455,956 copies).

Let our nearest representative explain GRIT'S important place in modern selling plans.



Home Office: WILLIAMSPORT, PA. Advertising Representatives:
THE JOHN BUDD CO.

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## The Business of Living—That's What Interests People

Deep in the Heart of Humanity Is Where Successful Copy Appeals Are to Be Found

#### By Ira Newton Jelalian

Vice-President and General Manager, The Kenyon Company, Inc. (Advertising Agency)

FOR a short time after reading the article by John H. Dunham\* in the February 6 issue of PRINTERS' INK I was in a quandary. There seemed to be so many statements with which I was obliged to disagree violently, and still others which demanded applause.

A week or two later, after reading the article again, it seemed to me that I saw the way out. The differences between myself and Mr. Dunham—a doughty opponent—were not on his specific opinions, comments, or exhortations, but a difference in fundamental premises; diametrically opposing beliefs on the vital question, "What, after all, is this thing called advertising?"

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I decided that I had the key to Mr. Dunham's position. I read his article again, starting on his own premises, and found that he was entirely logical in his argument. Those premises are that an advertisement is primarily a manufacturer's message; that advertising copy is something which is essentially extraneous to the interests of the reader, and preferably should be short; that the best material for copy may be obtained from the factory, the distributor, and the dealer.

In support of my belief that this is Mr. Dunham's position, I need to quote from his article only the following: "Could they (the copy writers) present a page of this (new) copy, with its utterly irrelevant artwork, to a dealer and expect it to induce him to buy? Or to a customer in a store? They

see at once that the only way to sell a piece of merchandise at first hand is to talk about the merchandise or the service it renders; that the only way to talk to a prospect so as to induce and increase acceptance is to bear directly upon the goods or the service."

Even as he wrote that last sentence, Mr. Dunham should have seen that in using the phrase, "at first hand" he was lessening the force of his entire argument. That method is most certainly the way to sell at first hand. But is advertising "first hand selling?"

And that brings us to the crossroads at which Mr. Dunham and I
must take our separate paths to
what I hope is the same destination. In my opinion, advertising is
essentially what dozens of people
have called "selling in print." The
common error that is made, however, is to interpret this to mean
that advertising must use the
methods, and even the words, of
personal salesmanship. And that,
gentlemen, is the rock on which
many an advertising campaign has
foundered.

No, Mr. Dunham, advertising, as I conceive it, is not the presentation of manufacturers' messages, clothed in the language of masterful personal salesmanship. (I am, of course, talking here of maga-zine and newspaper advertising. Many other forms of advertising are correctly defined as above.) There was a day when advertisements were a novelty, when the publications which carried them were still in a formative period. Except in the pockets of a comparatively small minority, spending money over and above the amount required to keep body and soul together was scarce, wants were few, and needs were ex-

<sup>\*</sup>Mr. Dunham is president of the Dunlam-Lesan Company, an advertising agency. His article was entitled: "Advertising Now Sets Out to Do Its Biggest Ioh."

pressed primarily in terms of food and shelter. With the increase in wages came an appreciation of those things that were once called luxuries (perhaps the latter was the cause of the increase!) and advertising started on its long and prosperous career. In those days, an advertisement did not need to do anything but display its wares to get a hearing. But how about today?

Compare the number of magazines with that of twenty years ago. Compare the number of pages of today's magazines with that of an earlier day. Compare today's volume of advertisingfour-color, two-color, offset, blackand-white, halftone and line-with "cards," yesterday's "announcements," and "notices." You must endow the reader with a tremendously voracious reading appetite and indefatigable industry to believe that your manufacturer's message will interest him unless he is at that moment actively desirous of buying the sort of product you sell.

I believe that the approach to a prospective customer must be from another angle. We must start from himself, his instinctive needs, his educated wants, his aspirational desires. Use an illustration that effects a contact at any point in this threefold susceptibility of the consumer and he will stop, no matter how far removed the artwork may be from resembling your product. Write a headline that awakens a dormant need, want, or desire, and he will read your whole story even if it is set in eight point and covers two solid pages. Show him how he can use, in his business of living, the product that is made by your business of manufacturing and he will mail the coupon you offer him. That, Mr. coupon you offer him. That, Mr. Manufacturer-and Mr. Dunhamis the time to send him letters, folders, and booklets with "selling

And how is the subject matter for such an advertisement going to be obtained?" From the heart of humanity and the art of the writer. From the place where Dickens got his material—and Balzac, and Shakespeare, and Mark Twain.

These men interpreted mankind in general to the individual reader. The advertising writer of today should be an interpreter presenting your product to the individual consumer. The advertising writer of tomorrow will more probably first interpret the wants, needs and desires of the individual consumer to the manufacturer. Then it will be easy-and profitable-to reverse the process!

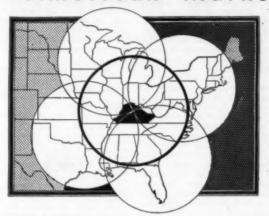
Any issue of a magazine of national circulation will contain a goodly part of the entire gamut of advertising's fifty-seven varieties. (A recent compilation shows fiftythree distinct species.) A careful analysis of these advertisements checked against the ascertainable facts regarding their productivity in inquiries and orders will show that a large number of advertisers and their agents have discovered the key to success in advertising through the use of the new copy. Many products are advertised successfully by the older technique, but these often are found to be staple products which are widely distributed and sold at comparatively low prices, their only problem being to keep their names before the public continuously.

The more highly competitive the field in which a product is sold. the greater the opportunity for that human quality in copy which starts from the consumer and works backward to the consumer, and the greater the rewards. In fact, one of the best of recent automobile advertisements. the classic written by an Englishman on the then new Packard Six, is an excellent demonstration of what the plus value in an advertisement for which no publication makes extra charges can do to lift even automobile advertising out of the competitive rut. I hope Reo sells a lot of cars this year.

Another field in which the new copy can serve industry is in selling products which, by their very nature, cannot or should not be baldly presented on their own merits. Even marble cemetery memorials have been successfully advertised by the skilful use of consumer-point-of-view copy.

Mr. Dunham blames the fitful

## of American Markets



## KENTUCKIANA

 A new name for the Louisville Market which is the greater part of Kentucky PLUS a generous portion of Southern Indiana. Over half the Nation's population lives within a radius of 500 miles. It's the market at the center of American markets.

• In Louisville, the Capital of Kentuckiana, mills and factories are creating new wealth of approximately \$243,000,000 per year. Industrial establishments employ upwards of 159,000 men and women. Louisville's bank deposits in the aggregate show a gain of 26% since 1924.

 Kentuckiana is a GOOD market, responsive to the appeals of sales promotion. Your message is delivered to this market at one low cost through . . . .

## THE COURIER-JOURNAL THE LOUISVILLE TIMES

REPRESENTED BY THE BECKWITH SPECIAL AGENCY

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desires of the advertiser for the newer advertising. Although the advertiser often has insisted on change, it was not because he was tired of his advertising but because he was tired of spending money without getting results. which was pulling for Puffed Rice and for Palmolive Shaving Cream still interesting ago 15 mothers and adolescent beards. There is no reason why it should not continue to do so for many years. I am of the opinion that the new advertising technique is the contribution of the advertising agent to more efficient marketing. If, as Garet Garrett says, there is a yearly waste of \$8,000,000,000 in the distribution of merchandise, it is part of the advertising agent's job to help reduce this by more effective advertising copy. Incidentally, several of the most spectacular successes in the agency business have been made by men whose copy has been produced along the lines advocated here.

I am at a loss to see why it is necessary to prepare more than one advertisement, giving the complete story of the product; or at most a half dozen, giving one major selling point in each, with a summarization of the others—if we are to follow the conventional rules and regulations. And yet I state earnestly that it is my belief that we are rapidly coming to the day when it will be unthinkable to prepare one advertisement to insert in a large group of magazines or

newspapers. Every periodical has its own, editorial policy. The readers of a publication subscribe to it or buy it from a newsstand because they want to read the sort of articles and to look at the sort of illustrations contained in that publication. Here, then, is the clue to the source of copy ideas. If your advertisement is written so skilfully that it has its maximum effectiveness on readers of one woman's magazine, that advertisement cannot give you maximum effectiveness on the readers of any other woman's magazine. Find out who the readers of a publication are, and why they read that publication, and you should know how to write your advertisement to that group.

It seems to me entirely logical and inevitable to predict that advertising copy of tomorrow will be based on as intimate a knowledge of each publisher's audience as his editor's choice of articles and stories. And that knowledge has just one source: humanity itself.

#### A Futile Search Turned Otherwise

Pendleton Dudley and Associates New York, March 10, 1930

Editor of PRINTERS' INK:
Please accept this small bouquet for your admirable service.

PRINTERS' INK always delivers splendid service, but the specific instance which prompted this note occurred the past week. After a futile search elsewhere, a request for information was made to PRINTERS' INK which resulted in the immediate mailing of a list covering the information. A second request for further information along the same line brought complete directions for securing the second request for further information along the same line brought complete directions for securing the second request for further second request for further second request for further second request for second r

curing it.

And wonder of wonders, in this age
of surly responses, it was given willingly, courteously, intelligently and even
smilingly!

Smilingly!
Once again, gentlemen—congratulations on your service.
V. G. B. CLARAHAN.

#### Starts Own Advertising Business at Los Angeles

M. A. Strange, formerly with The Boyd Company, Los Angeles advertising agency, has organized The Advertising Company, at that city. Associated with him are John Davis, Louis Liets, C. S. Meisenberg, F. O. Jones and T. A. Champion.

#### Appoint McConnell & Fergusson

The advertising accounts of the Canadian General Insurance Company and the Toronto Casualty Insurance Company, Toronto, are now being handled by the Toronto office of McConnell & Fergusson, Ltd.

#### Knit Goods Account to Cleveland Agency

The Green-Hass-Schwartz Company, Cleveland, knit goods, has appointed William Henry Baker, advertising agent of that city, to direct its advertising account.

The Public National Bank & Trust Company, New York, has appointed The Arthur Hirshon Company, Inc., advertising agency of that city, to direct its advertising account. LER

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## You Can't Afford to Experiment in 1930

Sometimes national advertisers feel that they can afford to take a chance and experiment with their newspaper schedules. Business may be easy to get and they feel that they will not be hurt much if they do guess wrong.

-sort of like drawing two cards to a flush when you have a big stack of chips in front of you.

This year the shrewd merchandisers will take no chances. When they place an advertising schedule they will know they are right. They will play only "cinches."

The best way to be right in a newspaper selection is to check the advertising habits of the large local merchants. They have been experimenting for years and they have their advertising reduced to an exact science.

In Los Angeles The Evening Herald has for years led all Daily newspapers by a wide margin in Volume of Local Advertising. The Los Angeles Department Stores-the largest local advertisers-consistently place more advertising in The Evening Herald in its six issues a week than in any other Los Angeles newspapereven including the Sunday issues.

Before making up your schedules for Los Angeles, check up with Media Records and see what the Local Merchants did last year-or the year before-or the year before that.

#### LOS ANGELES **EVENING HERALD**

Representatives

In New York LERBERT W. MOLONEY 342 Madison Ave. In San Francisco A. J. NORRIS HILL Hearst Bidg.

In Detroit
RAY MILLER
General Meters Bidg.

#### OUTDOOR ADVERTISING Through Your Advertising Agency

THE direct interest of the National Outdoor Advertising Bureau, Inc., is to assist its agency members in buying and properly using space for their clients.

Starting from "scratch" in 1919, the Bureau's services to its agency members and their outdoor advertising clients have been expanded, until now a nation-wide organization is maintained.

Completely equipped administrative, contracting and servicing offices are maintained in New York and Chicago and additional servicing offices in Detroit and San Francisco.

The Bureau is the only outdoor organization that maintains a thoroughly organized Field Service Department whose sole function it is to make regular and systematic, unbiased and unprejudiced inspections and check-ups of the thousands of Poster and Painted Display Plants throughout the United States. It is designed to give a true picture of the medium, and is as valuable to the conscientious plant owner as it is to the advertiser. This service is obtainable only through the Bureau.

The Officers and Operating Committee of the National Outdoor Advertising Bureau, Inc., have been elected from representative agency members from all parts of the country. The interests of each of the 231 agency members guide the actions of this committee, which is reflected in the steady increase in membership and growth of volume of outdoor advertising placed by the Bureau.

#### National Outdoor Advertising Burea

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CAMPAGILLEWALD CO. McJUNKIN ADVERTISING CO. V-P. & CR.



F. T. HOPKIN



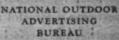
FRED J. ROSS, TREAS., N. O. A. B., F. J. ROSS CO., Inc.



GRORGE C. SHERMAN, PRES., N.O.A.B. CRORGE C. SHERMAN CO., Ind.



The Officers and **Operating Committee** OF THE







HARRISON ATWOOD



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#### WHAT IS A PROSPECT?

He has been painted as a truculent individual with his guard up, daring you to sell him something. Whence all the talk about "breaking down sales resistance."

Again, he has been described as one of sixth grade mentality to be influenced only by charms and incantations.

Neither picture is correct. As a matter of cold fact, your prospect is very seldom conscious at all of his status as such.

He is typically a person of mature powers, earnestly absorbed in his own self-interests, fully aware of them, eager to have and use whatever will advance them.

Interpretive advertising is forceful and fruitful because it talks to him always in precisely those terms—the terms of his own self-interest.

#### EVANS-WINTER-HEBB Find

820 Hancock Avenue West, DETROIT

NEW YORK . . 1950 Graybar Building . . Lexington 9113 CHICAGO . . 919 North Michigan Avenue . . Whitehall 7149

The business of the Evans-Winter-Hebb organisation is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis, Plan, Copy,

Design, Art, Photo-Engraving, Letterpress and Offset Printing, Binding, Mailing

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#### What Determines the Length of Copy Over the Radio?

A Consensus of Opinion on Time to Be Devoted to Commercial Credits

By Bernard A. Grimes

[Entrostal Note: Among those who were asked to comment on the questions on which this survey is based are:

L. Ames Brown, Lord & Thomas and Logan, Inc., chairman of the committee on radio broadcasting of the American Association of Advertising Agencies; Roy S. Durstine, Batten, Barton, Durstine & Oaborn, Inc.; John U. Reber, J. Walter Thompson Co.; Sedley Brown, The Erickson Co.; H. H. Kynett, The Aiktin-Kynett Co.; Ruth Cornwall, The H. K. McCann Co.;
Gordon Hoge, Young & Rubicam, Inc.; H. K. Boice, Lennen & Mitchell, Inc.; William Reydell, Newell-Emmett Co.; I. G. Osborn, Erwin, Wasey & Co.; W. E. Gibson, The Blackman Co.; Louis A. Witten, Hanff-Metzger, Inc.; A. E. Bryson, Halsey, Stuart & Co.; T. F. Driscoll, Armour & Co.; Lee H. Bristol, Bristol-Myers Co.; A. C. Fuller, The Fuller Brush Co.; H. M. Warren, National Carbon Company; Frank R. Griffen, The Seiberling Rubber Co.; M. M. Davidson, Interwoven Stocking Co.

All told, information was received.

All told, information was received from representatives of about 125 advertisers who are broadcasting.

The questions discussed necessarily were generalizations of various factors which enter into the selection and length of the advertising message.]

VERY radio program spon-Every radio page has one sored by an advertiser has one objective, to help the sale of his product or services. While he does not hide this fact from the listening public, he faces a problem in determining just how he will make use of his broadcasting for its advertising purpose.

advertising message and sponsorship announcement, in an evening program, is strictly limited as to length. How, then, shall he use this brief opportunity to concentrate on delivering his message? In what particular part of his program shall he take advantage of this opportunity and what should he say?

While there are no definite answers to these questions, a digest of opinions and experiences should From interviews prove helpful. with representatives of advertising agencies and from information received from advertisers, material has been gathered for such a di-

There was agreement on only one point and this may be summed up as follows. Selection and degree of copy acceptance is largely de-termined by the nature of the program's editorial or entertainment With this exception, the set-up. survey included no question on entertainment construction but confined itself to commercial credits (which are equivalent to copy in printed advertising).

The topics covered included length of messages, types of copy content, whether message should be given all at once or broken up through the program and how, and in what respects, copy for the radio differs from that prepared for the eye. Opinions on these various topics were received from advertisers and advertising agencies, representative of about 125 broadcasting advertisers.

This article limits itself to a discussion of the information obtained concerning length of the commercial credit.

The questionnaire was topped with "How long should copy be?" Answering that question is a huge order, and it quite naturally started the repetitious "it all depends" which prefaced so many of the expressions of opinion. Many of those questioned pointed to successful practices which prove exceptions to their stated opinions.

There is believed to be a changing psychological viewpoint on the part of the public toward sponsored programs which is breeding acceptability for the advertising message in return for the entertainment provided. Listeners, it was stressed, possess an effective check on the advertiser who imposes on good nature and overstays his welcome. He is tuned out.

Two elements, it was stated,

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govern the length of the message: interest in the message itself and voluntary interest which the advertiser receives in return for entertainment provided. If he gives a program of super-quality, he can give nearly two minutes of strong selling about his product. The message should not consume more attention than is bargained for. If the message has news value or other sustaining interest, it can be made longer. The advertiser has, in addition, the sponsorship announcement at the beginning and close and, where the entertainment is associated with the advertiser's name or trade-mark, such identification as the Maxwell House orchestra and the Interwoven Pair. For example, in a Seiberling continuity, where it is announced that the Seiberling Singers will render such and such a number, the advertiser's name is mentioned twentyeight times.

Too much emphasis cannot be placed on the necessity of building up an audience. Advertisers who have built up an audience can indulge in longer commercial stress.

Six minutes in a half-hour broadcast is the rule found best for the Seiberling program. This tells the salient points of the advertiser's story and, it is believed, does so without boring the type of listener to whom the program is addressed. These six minutes cover an opening amouncement of seventy-six words, the middle of the program allows 144 words, and the closing announcement 117 words. After experimentation this formula was decided as about correct for this particular advertiser's purposes.

A more simple opening announcement which occasionally mentions a product is used by Armour which broadcasts its main announcement in the middle of its half-hour program. The message runs from sixty to ninety seconds. When this advertiser has a real news story, its announcement runs from two to three minutes. A portion of the middle credit is repeated at the close of the program.

Programs which contain commercial credits that usually run over three minutes were reported as follows: Lucky Strike, Cities Service, R. C. A., and Palmolive. (Fifteen minutes is given over to the popular Amos and Andy broadcast by Pepsodent and this carries a proportional credit to that of halfhour programs.)

#### 100 Per Cent Commercial

Some programs are 100 per cent commercial, but these are of short duration, the entire broadcast running from fifteen seconds to one minute. Except for time announcements, these short broadcasts are usually not found on the larger stations. Their use is criticized because they attempt to ride on the tail of entertainment programs sponsored by the preceding advertiser.

Two instances were pointed out of successful adaptation of the program to long commercial credits with sustained listener interest. One is the General Electric program in which Floyd Gibbons reports a tour through the Schenectady plant. Conducted in a breezy, newsy, reportorial style, this program gets away from commercial plugging and makes the message the high spot of the program.

The other instance is the R. C. A. program reporting a tour through the Victor plant. The visitors, for example, happen upon John McCormack about to make a recording and from the studio the tenor's voice is heard.

Maxwell House has a message of about ninety seconds. It also has a middle spot which tells an actual story of some authentic incident taken from the history of Maxwell House. This method creates atmosphere for the product without stressing a strictly sales message.

Ca

Sometimes advertisers can talk about their products during all, or nearly all, of the program. Such a program, in theatrical parlance, is referred to as a "natural." Publishers of periodicals were mentioned to illustrate how "naturals" are used to good advantage in broadcasting stories and news releases. Too much talk about products is considered both poor taste

## ARGENTINA

In Six Years Increased Its Imports More Than 55%—And Still Increasing

STEADY rise in imports from \$564,268,000 in 1922 to \$875,000,000 in 1928—an additional absorption of \$310,732,000 in such a short timeindicates a market which has shown phenomenal growth.

The United States contributed a larger share to this world total than any other nation. During the past seven years our exports to Argentina have climbed steadily and consistently. In 1929, the United States exported to Argentina goods worth \$210,000,000 — more than one-fifth of the world's total.

To reach the consumers of these enormous exports, the best advertising medium is LA NACION of Buenos Aires—a newspaper that goes into the homes of the people who can afford to buy. LA NACION covers this great market thoroughly, and for many years its display advertising has been greater than that of any other newspaper in Argentina.

Ask for Sample Copies and Rates

Editorial and General Offices In the United States: W. W. DAVIES Correspondent and General Representative 383 Madison Avs., New York City

United States Advertising
Representatives:
S. S. HOPPE & CO., Inc.
Times Building, New York City
Tolephone: Bryant 6986

## NACION

of Buenos Aires

Extraordinary Pulling Power - Superior Coverage - Prestige

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and bad business. To get over one idea only in an advertising talk is the objective of some advertisers; others feel that two might be mentioned.

#### Work for Brevity

Inasmuch as it is almost impossible clearly to define the proper length of the commercial credit, this advice is given: In general, the writer of commercial credits should work for brevity of announcement. A great many radio listeners resent commercial announcements, especially when they break in upon the continuity of enjoyment that a program may give. In some quarters, indications have been found that radio listeners have conceived violent dislikes for products because intrusion of the commercial credit was resented.

Majority opinion holds to the view that an advertiser should not confine himself to good-will mention through mere sponsorship announcements. He is justified in expecting an open ear for his message from those whom he has entertained, provided he is careful not to impose on his listener. As a rule, when commercial credits are either negative or unsatisfactory in results, this may be blamed on faulty technique rather than on the public's unwillingness to listen.

Thus far the discussion has had under consideration only evening programs. Comments in response to a second question, "Is length of copy determined by hour of broadcast?" brought out an important variant that influences the amount of time to be devoted to commercial credit. Broadcasts through the day, especially morning talks to housewives, are different. Noon broadcasts timed to reach the farmer at dinner, one opinion held, should not be cloaked as entertainment. He wants straight dope.

In the morning, the advertiser is reaching a more specialized audience which is not so intent on entertainment. In this respect, the morning broadcasts are in distinct contrast to those of the evening. The technique of every element is different and, it is felt, the adver-

tiser can talk turkey. His audience expects it.

An incident was related where one advertiser, in his morning broadcast, gave twelve minutes of music and devoted three minutes to his announcement. Later, this was changed to fifteen minutes of straight talk on the product and its helpfulness to the housewife. This change proved to be ten times Such a program in as effective. the evening, when the varied interests of the family as a whole must be considered and when the househerself seeks wife relaxation through entertainment, would not even be contemplated.

While morning broadcasts may carry more shop talk, caution was urged in one quarter. Because this theory is so widely accepted, in the opinion of this informant, it might easily mislead an advertiser, for if every advertiser were to talk about his product, the exceptional program might easily become that of an advertiser who ran contrary to set style.

Those programs which run in the morning are largely educational, offering instructive information which is closely allied to the interests of the advertiser. For example, there are talks on interior decoration, efficient management of the household, cooking recipes and, to the farmer, subjects that will be helpful to him. Programs such as these are all right, states one advertiser, but why, he asks, limit them to certain hours of the day?

He holds that if educational programs are acceptable in the day, they can be successfully adapted to cater to the interests of those who listen in at night. He admitted, however, that no matter how good the educational program might be, it will not be able to compete with entertainment as an attraction for the mass audience.

"What exception," the survey next asked, "if any, should be made for the initial program?" Answers brought out the fact that very decided views are held with reference to this question. This phase of the digest presents itself in three positions: r. 20, 1930 audience

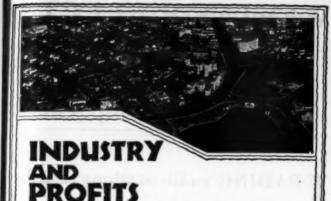
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No distributor can afford to overlook a prosperous consumer field of more than 567,000 buyers. Eventually you will develop the Oakland Market into one of your most profitable distributing areas.

During 1929, 118 new industries located in this field, making a total of 1,533 industrial concerns operating here. The factory payroll alone was \$69,490,000, most of which was spent in the Oakland Market.

Delay means loss of profits to you. Your 1930 campaign should include this third largest, market on the entire Pacific Coast.

## Wakland Tribune

OAKLAND, CALIFORNIA

(Member A.B.C.; the 100,000 Group of American Cities)



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# WESTERN ELECTRON SYSTEM FOR

# The Biggest Step Forwar

L'acipal cities have recognized that high excellence of broadcast from records or "Electrical Transcriptions" requires reproducing equipment such as is best exemplified by the Western Electric Sound System.

This equipment has now been installed in stations (regardless of chain affiliations) to permit excellent national coverage. Many additions are being made weekly.

# FOADIO STATIONS

rwar Radio Advertising

orin. Others promise this installation upon receipt of time orders.

Now, advertisers may be assured perfect broadcasting of their programs—whether music or talk—if the records are properly made.

Write, wire or 'phone our nearest office for detailed and unbiased information on this subject.

# SCOTT HOWE BOWEN, INC.

RADIO STATION REPRESENTATIVES

CHICAGO NEW YORK CITY DETROIT
180 N. Michigan Ave. 274 Madison Ave. 7-242 Gen. Motors Bldg.

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1. The copy technique for an initial program is very different from the technique of a program that has an established audience. Primary consideration should be given to building an audience for the advertiser's act. This applies not only to the opening program, but also to the introductory period of the program which may cover from six to ten weeks. Adequate copy developments should not be attempted until satisfactory assurance has been obtained that an audience has been created.

2. This view holds that the initial program is always an exception. The introductory broadcast, quite naturally, may be expected to have certain crudities and the advertiser can get by with far more advertising than he can later on. These should be reduced to a minimum so as not to jeopardize

following programs.

The opening program is looked upon as a star event throughout the advertiser's organization. The event may include plans to have the president of the company go on the air. His talk may not hold the interest of his entire audience, but this may be offset by the value derived from a talk by the head of the business which will impress the prestige of the advertiser on the minds of stockholders, employees and dealers.

 Practically no exceptions are made for the initial program other than to announce its introduction and how often it will be broad-

cast.

With reference to the opening program, splurges were advised against. People will accept a grand première, as one opinion summed it up, but if elaborate programs are embarked on merely to get a following quickly, the effect will be lost when the programs become less elaborate.

Still another opinion holds to the belief that special effort might well be made for a grand première even though the budget does not permit the same expenditure regularly. After the première, attempt should be made fairly regularly to present high-spot programs.

The survey next took up:

"Is lengthy copy insisted on by some advertisers even though it is felt part of the audience will dial out?" Where incidents in the affirmative were related, it usually concerned advertisers who profess to know more about what should be done than those who advise them.

In one case, it is known and acknowledged that the credit is too long and uninteresting and that it is driving away part of the audience, but no amount of persuasion or argument will get the advertiser to change his message. He feels that even though some listeners may consider the program too commercial, by the time they have come to this conclusion they have absorbed his message. That is all that interests him.

Insistence on this point seems to prevail only when authority for direction of the program is vested in the layman, rather than in expert counsel. However, it is not unusual for an advertiser to bring pressure to encourage but a small amount of advertising talk.

In summation, study of the opinions gathered indicates that it is difficult to decide how to determine how long the commercial credit part of a program should be.

Instances have been given of more than five minutes, but, in the aggregate, messages exceeding a three-minute period are more than offset by the larger number which consume less, so that an average would be about two minutes.

Credit length, then, simmers down to considering the purposes of the broadcast, the kind of entertainment, the nature of the product, the type of individual to whom the copy is directed, and the size of the audience which the advertiser's previous broadcasts have built up. But there is no simple way to arrive at a general formula for weighing these factors.

for weighing these factors.

This article completes a resumof the expressions of opinions covering the length of commercial
credits. A subsequent article will
review the information gathered
concerning what form and substance the commercial credit
should take.

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In Behalf Of
Artistic Advancement
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Render A Service
Of Unrivaled Excellence
To The Profession
Of Advertising

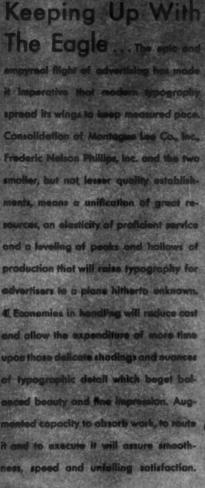
MONTAGUE LEE COMPANY, INC.
FREDERIC NELSON PHILLIPS, INC.
GRAPHIC TYPESETTING CORF.

CAXTON TYPOGRAPHERS, INC. (Permedy Wissen Typographia Saintee)

Announce Their
Formation Into

LEE & PHILLIPS, INC.

Largest Typographers
In The World







# The Same Principles; The Same Principals

... It is acknowledged that no two men have contributed more to the advancement of Art in Typography than Montague Lee and Frederic Noteon Phillips. Their independent establishments had the honor to serve advertisers and advertising agencies from the very small to the largest and most illustrious in America. They practised ideals and clove to standards which have been as beacons to the whole guild of typography.

Mr. Lee and Mr. Phillips will exercise personal executive direction of Lee & Phillips, Inc. This is an assurance of keen and sympathatic understanding of the problem of the advertiser; of the finest character of service, because of individual control. It assures the maintenance of cordially co-operative relations between a principal and the client for the best interests of each.

# THE LARGEST **TYPOGRAPHERS** IN THE WORLD

... The foregoing is set down in no spirit of braggadocio, but with a sense of deep gratification in the opportunities unfolded for us to be of broadest usefulness to the profession of advertising which has given us its confidence, its patronage and its cultural and artistic approval of the ideals we cherish.

# LEE & PHILLIPS, INC.

Typographers Who Prove It With Proofs 228 EAST FORTY-FIFTH STREET, NEW YORK

Officers Of Lee & Phillips, Inc.

FREDERIC NELSON PHILLIPS, Chairman Of The Board And Treasurer MONTAGUE LEE, President And Director ROBERT W. WARREN, Vice-President And Direct WILSON GOODSODY, Secretary And Director









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### Making a Hundred-Year-Old Product Speak for Itself

The Producers of Iodine Have Combined to Advertise Its Uses

IN recent years, the producers of iodine have seen many of their markets invaded by the claims of other antiseptics and the public's attention thereby diverted from its use. How should it meet this ever-increasing competition

become a burning especially question, as iodine is a basic product and has no trade name other than its scientific designation. formation of the Iodine Educational Bureau, by the producers, was the answer; and how it is planning to regain the prestige of iodine and at the same time branch out into new fields may be of interest to other industries which are faced with the same prob-

According to the director of the Bureau, John J. Nichols, there are several lines along which it plans to The first is to conduct a limited advertising campaign to druggists and doctors who are

the principal people to be re-educated in the use of iodine and then to appeal to the public along similar lines at some time in the future. The second is to stimulate research into ways for using iodine which, in themselves, can serve as a basis for bringing to the attention of the public and of business increased ways in which the product can be used.

The advertising campaign directed to the druggists has just started. The first advertisement ties in with the annual "First Aid Week" which, this year, is from

March 16 to 23, and is an event which is sponsored by the National Association of Retail Druggists. The copy brings out the fact that iodine is an admirable "first aid" help which can be sold only by registered druggists, thereby reducing competition.

The doctors, on the other hand, are being appealed to, at first, merely from the angle that iodine is one of the best antiseptics obtainable. As the campaign progresses, however, other uses

of a more technical nature will be emphasized.

To acquaint the drug trade with the campaign now running, the Bureau sent 57,000 coming Infection,"

out a letter, with a return post card, to druggists. The letter called attention to the forthcampaign and stated there was a booklet available, free of charge, called "The Conquest of which explained how iodine could be used in many ways. A re-

turn of about 5 per cent was expected, as the idea was so new, but instead nearly 19 per cent of answers were received with orders for the booklet.

The slogan of the campaign is. "Nothing takes the place of Iodine." In each advertisement, this slogan will be spotlighted in a circle.

In addition to the space used in magazines to promote the use of iodine, a special series of broadcasts will be given which will stress the benefits which that product can give in first aid work.



#### "Tincture of IODINE has stood the test of time as a useful antiseptic"

DINE EDUCATIONAL BUREAU

Advertising to Druggists Has Just Started

### Give It a Personality—Then "Plug It"

The New Haven Creates a Distinct Personality for a Train and Then Centers Everything Around That Personality

IN the theatrical business they have a phrase that is beautifully descriptive. "Plugging it," is the term and it means but one thingtaking an idea, or a personality, and playing it up for all it is worth.

When you stop to think of it, "plugging it" is really advertising's basic job. In other words, advertising is actually intended to do nothing more than to take an idea, a product, or a personalityall sometimes three-and "plug" it or them to the limit.

An interesting example of how a personality that has been created out of thin air may be endowed with the warmth of life and then "plugged" so that not one of its possibilities is neglected is to be found in a field to which one pected to look-

the railroad field.

On March 13, in newspapers in six cities the New York, New Haven & Hartford Railroad Company announced the inauguration of a new service between New York and Boston by means of the romantically named "Yankee Clipper" which went into service on March 18. "The Yankee Clipper" is a new all-Pullman day train which makes the run between the two cities in four and three-quarter hours, thereby cut-ting fifteen minutes from the best previous running time.

The advertising, as was to be

expected, is built against the background of the old clipper ship days and the dominating illustration shows the train itself, running full speed in front of a picture of a sailing ship with all its sails spread. The copy in the first advertisement reads:

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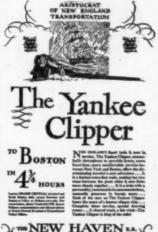
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might not be ex- Special Newspaper Advertising Will Continue for a Period of a Month

Amazingly ef-fortless in its jour-ney over the New Haven's Shore Haven's Shore Line Route link-ing the great ter-minals of New York and Boston, The Yankee Clip-per inaugurates a service to and for New England which climaxes decades of transportation progress. Here, indeed, is modern travel at its best - a train so exactingly de-signed for comsigned for com-fort, luxury and distinctiveness that it appropriately bears a name rich in romantic his-tory. It is truly a limited train, planned throughout for the discriminating traveler. Its accommodations restricted all times. Every modern feature of railway travel is provided — unusually generous lounge spaces, en-closed sun-parlor ally observation, special drawing rooms,

complete diner with electric refrigeration, thermostat heat control in cars, roller hearings. It is a new day train with a personality. A cleared track, a fair wind—The Yankee Clipper is king of the rails!

Future advertising will empha-size the train as a New England achievement in transportation.

In addition to the newspaper advertising, the company is issuing a book written by Walter Prichard Eaton. This tells of the old sailing ships, and then describes the new train in detail.

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# WHICH is WHICH

RESIGN Positions RUSHING Five big ads MENDING Idle Moment DIPLOMACY Confident Man READ PLENTY

Fine oldstyle type TRADE JOURNAL Has instructive articles

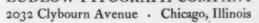
AIR MAIL PLANES Break all records in flight RESIGN **Positions** RUSHING Five big ads **MENDING** Idle Moment DIPLOMACY Confident Man READ PLENTY Fine oldstyle type

TRADE JOURNAL Has instructive articles

AIR MAIL PLANES Break all records in flight

One of these columns is set in Ludlow hand-set, slug-cast composition, offering many economic advantages. The other is foundry type. Both are original Caslon. One is Ludlow True-Cut Caslon, the other Caslon 471. Which is which?

LUDLOW TYPOGRAPH COMPANY





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terminal cities was made the basis of inauguration ceremonies. instance, in New York City the train was christened by the greatgranddaughter of Donald McKay, the first of the clipper ship build-The ceremonies were broadcast over three radio stations.

The train was specially built for this particular service. Each car is named after a famous clipper ship and in each car will hang a special oil painting of the ship Announcewhose name it bears. ment of the train was first made about a year ago but at that time no details were given.

The special newspaper advertising will continue for a period of a month

#### Bureau Report Describes Anti-Fraud Actions

Forty-one successful anti-fraud or-ders were undertaken by the Securities Bureau of the State's Attorney General's office in November and December of 1929 and January, 1930, according to a quarterly report issued by the Better Business Bureau of New York. Of the forty-one, twenty-three resulted in final orders of injunction. The remain-ing were temporary injunctions and ing were temporary orders to show cause. Actions are continuing.

The report also tells the complete story of the Advance-Rumely pool and of another pool, engineered by operators not named, that was thwarted through co-operation between Better Business Bureaus, the Bureau of Portland, Oreg. getting information there and forward-ing it to New York so that a swindle that might have gone into millions of dollars was nipped in the bud.

#### C. H. Callies, Advertising Manager, Nathaniel Baldwin

C. H. Callies, formerly with the Tem-ple Corporation, Chicago, radio speakers, has been made advertising and sales pro-motion director of Nathaniel Baldwin, Inc., radio receivers, also of that city.

#### Bed Account to Silversmith

Agency The Greenpoint Metallic Bed Com-pany, Brooklyn, N. Y., has appointed the Peter Silversmith Advertising Agency, New York, to direct its adverpany, Bro tising account.

#### Appoints McKee & Albright

The Detroit Creamery, Detroit, has appointed the Cleveland office of McKee & Albright, advertising agency, to direct the advertising of its dairy products and

#### Colonial Radio and Valley Appliances Combine

The Colonial Radio Corporation, Long Island City, N. Y., has combined with Valley Appliances, Inc., Rochester, Jasand City, N. Y., has combined with Valley Appliances, Inc., Rochester, N. Y., manufacturer of speakers and other products. Officers of the now combined company are as follows: President, W. S. Symington, formerly head of Valley Appliances; vice-president in Charge of Sales, Fred G. Carson; tressurer, E. J. Millin, and comptroller, R. E. Frederickson. surer, E. J. Mill R. E. Frederickson

R. E. Frederickson.
The board of directors consists of:
Chairman, Dr. Fultun Cutting, formerly
chairman of the board of the Colonial
company; Donald Symington; C. J.
Symington; William C. Schmidt; W. S.
Symington, and Fred G. Carson.
Each division of the new corporation
will continue to be operated as an independent unit. Joseph Gerl will be
general sales manager of the Colonial
corporation, at Long Island City. Sales
offices of Valley Appliances will be
located at Rochester. offices of Valley A

#### Heads Rock of Ages Corporation

Roy L. Patrick, of Burlington, Vt., has been elected president and a director of the Rock of Ages Corporation, opera-tor of ten recently united factories in Vermont.

Vermont.
Other directors chosen are: Joseph T.
Smith; Harry A. Way; Warren R. Autin; John M. Carroll; Edward H.
French; George Straiton; William Barclay; George Seivweight; W. H. B.
Perry, and Richard W. Smith.
An executive committee consisting of
J. T. Smith, A. R. Bell and Mr. Patrick
will have immediate direction of the coroveration, activities.

poration's activities.

#### Leighton Industries Appoint Doremus Agency

Leighton Industries, operating thirty-six cafeterias and dairy lunches and seventeen retail bakeries in Portland, Oreg., San Francisco, Oakland, San Diego and Los Angeles, have appointed poremus & Company, advertising agency, to direct their advertising account. Newspapers, car cards and radio will be used on the Pacific Coast.

#### Appoints Ronald G. E. Ullman

A. H. Wirz, Inc., Chester, Pa., manufacturer of collapsible tubes and sprinkler tops for the drug, perfumery and toilet preparations trade, has appointed Ronald G. E. Ullman, Philadelphia advertising agency, to direct its advertising account. Business papers and direct mail will be used. mail will be used.

## Milky Way Account to

Mars, Inc., Chicago, manufacturer of Milly Way candy bars, has appointed the J. Edward Long Company, advertising agency of that city, to direct its advertising account.

# hen MRS. SEATTLE.



marketing

... she spends 31.28% of the family's shopping dollar for the appetizing foodstuffs which Seattle's famous markets and shops afford, as compared with 29.21% as

spent by epicurean Mrs. San Francisco. Seattle's zestful climate promotes healthy appetites . . . and Seattle's food purveyors are enterprising and advertising.

Seattle is "food-conscious" . . . and Mrs. Seattle turns first to The Seattle Times to read the food news of the day, including Derothy Neighbors' timely comments and suggestions on culinary topics. Following her cue, food advertisers concentrate very largely on The Times for their advertising results . . . as witness the De Lisser report for 1929:

1929 Food Lineage, Seattle Newspapers:

SEATTLE TIMES Evening & Sunday

SEATTLE P.I. Hearst Morning & Sunday 630,504 LINES

SEATTLE STAR Scripps Evening

431,594 LINES

The Seattle Times

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# America's Finen Changes

"COLLINS & ALEXANDER, Inc.," announ as company completes biggest mont

## New Expansion Policy Outlined by President Collins

OLLINS & INGLIS, INC., who made photoengraving history in four short years, is now Collins & Alexander, Inc. Thomas Alexander, superintendent and treasurer of the company from the start, is the important figure in this change. "A fitting tribute to the greatest artist in the crafts," wired one client, "and a prediction that Alexander will never cry for more worlds to conquer."

But, most important is the fact that Thomas

Alexander is still superintendent - entitled to a better engraving foreman, if you please, personally

WE announcement of the Templetion of the biggest month in the history of this business is also significant, particularly at this time. Pretty good evidence that quality gets the break in the pinches. . . . Expansion to meet growing needs is already under way. Further evidence that America's Finest Engraving Plant is also America's most progressive engraving plant.

directing product this finest of mod graving plants, an ported by the group of craftum assembled unde

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COLLINS &

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# engraving Plant ges Name



-211, CHICAGO, ILLINOIS. - PHOTO SHOWS LEXANDER THE GREAT" BEING CONGRATULATED America ON CONQUERING ANOTHER WORLD. PRESIDENT
America ON CONQUERING ANOTHER WORLD. PRESIDENT
VING PLA LLINS SMILES APPROVINGLY AS BETTY AMe bell USE OFFERS HER "BEST" AMID LETTERS AND the ground defense of felicitation. EMMETT FAULE-dvertisi S, SALESMAN, AND TOM G. CORKEN, VICE aving SIDENT, ANOTHER CRAFTSMAN, WAIT THEIR IN TO WISH "ALEX" A SUCCESSFUL CAMPAIGN.

LEXANDER, Inc.

Chicago

## DRY GOODS ECONOMIST

The First Choice of

DEPARTMENT and DRY GOODS STORES

Circulation is only part of a business paper's story. The *usefulness* of the publication is a far greater test of its worth.

Dry Goods Economist receives in the course of a year many thousands of letters from stores all ever the country seeking information. These thousands of stores regard the Economist as the fountain-head of store procedure. In their minds, as in the minds of thousands of other retailers, the Economist is first among publications going to department stores.

Another index is the extent to which Dry Goods Economist is quoted when an authoritative opinion regarding the department store field is required.

This universal acceptance of the Economist makes it the logical advertising medium for those catering to the department and dry goods stores of the country.

## DRY GOODS ECONOMIST



A Unit of the United Business Publishers, Inc. 239 W. 39th Street, New York City It M

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### Don't Prepare Direct Mail Too Far Ahead

It May Be Possible to Save Money on the Material by Doing So but What Is Saved If the Campaign Loses Effectiveness?

#### By Robert H. Smith

Of Dickie-Raymond, Inc. (Direct Mail Advertising)

THE doctrines of the purchasing Lagent have entered into advertising. Beware of them! Beware of any doctrine that considers advertising in any light except a medium for inducing the ultimate sale of goods or services. Purchasing advertising is only a necessary step

to the goal of profitable advertising. This brief article endeavors to tell why it should be so regarded.

The purchasing agent - minded advertiser likes to buy in large quantities to obtain the lowest possible unit cost. He likes to take his annual appropriation and buy at once for coming year the mailing pieces, the displays, the artwork, the graving, and have these ready in stock for distribu-He "saves," tion. of course, considerable money, perhaps as high as 25

per cent. But does he?
There is no question that directmail advertising, like all advertising, should be planned in advance when this is possible. However, the test of its value is not dependent alone on the amount of time it took to plan it, or particularly the number of months previously that it was planned. A mailing which has been visualized only a week or a month previous to its mailing date can pull and out-pull mailings drawn up at the zero hour when the whole year's campaign is treated by the purchasing agentminded advertiser. Changing conditions, unforeseen developments, new selling angles, new products, new competition, and all the other continually fluctuating business factors make this so.

Let us consider that it is possible for us to overcome the lack of ambition and tackle the job of doing all the di-

rect-mail planning and creating the year's campaign before the year begins. Let us grant, too, that our mailing lists are static, that we know everything there is to be known about products will have to during the coming year, and that we actually work our tentative direct-mail schedule.

We now start getting into difficulty. The fundamental thesis is that we have a certain amount of money to spend, and for heaven's

sake, let's get it spent and let's get as many advertising pieces as possible out of it for our money. We hesitate, and wonder if our goal should be a certain amount of business for our money instead of a total number of advertising pieces. We try to think of a purchasing agent who would be really superlative as an advertising manager.

Just as long as we follow the purchasing agent-minded advertiser's advice regarding the drawing up of the plan, figuring roughly the cost of it, and getting it okayed for appropriation, we are going along fine. But then he wants us

PLANNING advertising in advance is undoubtedly a sane procedure. But what about the physical production of advertising—directmail advertising, particularly? Should this also be turned out far in advance?

The purchasing agent type of mind would answer "yes" to that question. His answer would be affirmative because he would visualize specific savings by purchasing direct-mail material for a long time ahead, instead of week by week, or even day by day.

But has the purchasing agent type of mind the proper view of advertising? That is another question—and an answer to it is given in this article.

Mar.

to be real smart and energetic and He wants us go a step farther. to write the letters, the folders, the broadsides. He evidently feels sure that we will like them as well in November as we do in May. But perhaps-we dare say probably-conditions won't be exactly the same in November. Might we revise our pieces to fit the situapurchasing But no-the agent-minded advertiser has us produce the pieces at once-we have paid our bills to the letter shop and the printers and our whole direct-mail campaign is prepared and stocked awaiting the day on the direct-mail schedule when it is to go out. While we are playing golf, the mailings are made on their appointed days, and we feel that everything is running smoothly.

However, if we are really conscientious and have that same measure of ambition that we had when we were planning the campaign in December, we wonder if the sales points we made when we wrote the letter should not have been brought up to date, if the new competition should not have been reasoned with and if certain items or facts should not have been included or omitted. Furthermore, it is known that the advertising manager himself has

been changed by this time. The doctrines of the purchasing agent-minded do not permit the use of direct-mail advertising as an instrument for disseminating information pertinent to new develop-Timeliness in advertising ments. asset which should not an quickly be precluded. Direct mail containing news, genuine news (not news hashed up six months or more previously) gets attention and interest which is always desirable and sometimes absolutely necessary. Manufacturers of automobiles, airplanes, radios, shoes, stockings or any style items would be risking at least three-quarters of their appropriations if they prepared their direct mail a year ahead. But even such regular products as wrenches, lighting fixtures, soap, chemical products and furniture have their changing factors which should naturally call for advertising varying in accordance with the changed situations. A public utility or a bank probably blessed with the most even of advertising campaign, might prepare advertising a year in advance, but mergers, as well as additions or subtractions in branches, functions and personnel may throw out much of this prepared advertising six, eight, or twelve months from now.

The purchasing agent-minded advertiser will tell you that his plan prohibits him from over-spending his appropriation. That is a very daring conclusion. With all his appropriation spent, what will he do if some of the material is made void before the allotted time for sending it out?

Planning advertising and budgeting advertising in advance is economical and permits continuity to the campaign. The physical production of the advertising, however, although there can be some saving in cost, is gambling and guessing on the future. Should advertising be bought to save money or created to make money? Volume purchasing of direct-mail advertising may be economical buying, but our experience has shown that it is not economical and profitable advertising.

#### A. A. Freeman with Russell Manufacturing Company

A. Albert Freeman, formerly with the Hickok Manufacturing Company, Rochester, N. Y., has been made division sales manager of The Russell Manufacturing Company, Inc., Middletown, Conn., in charge of chain stores and department stores in the New York district.

#### New Account to Tuthill

Agency
The Eastwood Wire Corporation,
Belleville, N. J., maker of Fourdrinier
cylinders and washer wires and acidresisting valves and fittings, has appointed the Tuthill Advertising Agency,
Inc., New York, to direct its advertising account. Business papers and direct
mail will be used.

#### G. M. Stephens Appointed by Asheville "Citizen"

George M. Stephens has been appointed advertising manager of the Asheville. N. C., Cisisers. He succeeds W. Murray Metten who, as reported previously, has been made advertising manager of Norris, Inc., Atlanta candy manufacturer.

#### Worcester, Massachusetts

## Most Powerful Influence in a Great, Concentrated Market

Here in Worcester and its suburban community is a great, rich industrial population made up of 93,400 families who live within an average 18-mile radius of the Worcester stores. This is the Worcester city and suburban market within which The Telegram-Gazette sells 93,926 papers each day. Total circulation, 105,626.

The suburban area is served by city street cars, interurban cars and numerous bus lines; well-paved roads traverse it in every direction. Of the suburban families, 89.8% of Class A and 42.5% of Class B own automobiles, as do many of the single individuals not included in the listing of families.

56.9% of these suburban families own their own homes.

In this suburban area there are, on the average, 4.53 members per family (only blood relations living in the home are listed).

1.43 members of each family are gainfully employed (average figure).

Of all the families in the city and suburban area, who regularly, every day, receive in the Home a Worcester newspaper, 85.33% receive regularly, Every Day, in their homes, The Telegram or Gazette.

No other paper has 30% as much circulation in this territory as has The Telegram-Gazette—no other paper has one-quarter the influence The Telegram-Gazette exerts.

#### Total Net Paid Circulation 105.626

No other Worcester paper has 30% as much.

The National advertiser can adequately cover this rich, densely populated, industrial field by use of The Telegram-Gazette alone.

### THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

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# The Dramatic Approach in Selling to Industry

How Salesmen Make Use of Novel Ideas to Focus the Attention of Purchasing Agents

#### By Louis H. Brendel

Advertising Manager, Neilan, Schumacher & Co. (Regulating Valves)

THE mechanical approach can be used to no better advantage than in the exploitation and sale of mechanical devices. Let us examine what is considered by some to be one of the best mechanical approaches ever devised.

approaches ever devised.

It was used by a well-known type founder who brought out a new adding machine. A number of established adding machines made it very difficult for a new-comer to get even an audience with the purchasing agent of the larger

corporations.

Now for the approach: The salesman hands the purchasing agent a small piece of lead the size of a piece of type, but without any visible marking on it. After the P. A. has turned it over and scrutinized it and is just about to hand it back to the salesman, the salesman presents the P. A. with a magnifying glass and says, "Mr. Purchasing Agent, if you will look at the end with this glass you will find inscribed in the space of 1/8 inch by 3/8 inch the entire Lord's Prayer in letters just six one-thousandths of an inch high. Now we maintain that any firm that is able to make a machine which is able to cast type accurately enough to reproduce the Lord's Prayer on that small surface at the rate of 100 per minute, can make an equally accurate adding machine. Will you grant me the privilege of explaining our new adding machine to you?"

Another successful approach is used by a prominent automobile manufacturer. The prospect is handed two test tubes, one containing a length of candle which has been burned on one end, the second tube containing a candle half this length which has been burned on both ends. This brings home forcefully to the prospect the fact

that dual ignition burns the fuel more completely and quickly than a single spark plug will.

A second motor car maker employs the following mechanical approach. The salesman enters the office and drops a black velvet bag on the prospect's desk. As the prospect is opening it the salesman says, "There are just three things that improve with age, one is wine, the second is cheese, and the third is the Blank engine." The bag contains a small working model of the engine.

A certain builder of fireproof filing cabinets uses the following mechanical approach with noteworthy results. The salesman hands the prospect a little bottle filled with water in which are numerous gray fragments in suspension. After looking at it inquiringly for a time the prospect asks what it is. The salesman says, "It was a check for \$100,000 that went through a fire without the protection of one of our fireproof cabinets." Tough, indeed, is the prospect whose interest is not aroused by these excellent approaches.

We have developed certain new mechanical approaches for our own problems which we have used during the last year in establishing national distribution on a line of high quality gasoline plant and refinery control equipment.

Our most effective approach is also the most simple, consisting of a bottle of clear liquid with a few grains of sand in it. The salesman hands the bottle to the prospect and in answer to the latter's query, says, "That's unrefined pure gasoline, 4,000 barrels of which are coming daily from a new oil well at the Kettleman Hills field. Trucks are being operated on it just as it comes

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LETTERS from readers are sure signs of a magazine's interest.

Over 1000 such letters came in during the last thirty days.

That is about 4% of the entire subscription list.

And that is unusual.

American Druggist, however, is unusual.

25,000 A. B. C. circulation



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# A New Factor in the Prosperity of Bloomington

The State Farm Mutual Life and Auto Ins. Co.



The new 8-story building shown at left has just been dedicated, and every foot of floor space is needed to conduct the business of this constantly growing concern.

The nation-wide activities of this company in 1929 brought over \$6,000,000.00 into

Bloomington, an outstanding contribution to the prosperity of this community.

## Annual Payroll of \$420,802.20

This concern provides profitable employment for 300 women and 59 men in Bloomington, and has been a decided factor in a higher scale of pay for all women in Central Illinois.

The importance of \$35,066.85 each month in new business for Bloomington cannot be ignored.

# The Pantagraph and Bloomington Are Advancing Hand-in-Hand!

# The Daily Pantagraph

BLOOMINGTON, III.

Representatives: CHAS. H. EDDY CO., New York, Boston, Chicago

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from the ground-just strain it to get the boulders out. And incidentally all the pressure regulators on this well as well as 80 per cent of all the others in this field are Neilan." Our experience has shown that using something that has no apparent connection with the product is very effective.

Different localities also suggest their own strong approaches. In the Gulf territory it has been found that two test tubes, one filled with badly corroded regulator parts, the other containing the same parts made of stainless steel and, of course, unharmed by the same contact with corrosive gases are used. Here, again, the prospect has his curiosity aroused by the tubes before any of the sales talk is presented. The major selling point with this approach is that stainless steel parts are used in our equipment.

Another interesting approach has been evolved. A segment of a very hard alloy steel valve plug and a strip of glass are laid in front of the prospect. He is then shown how easily the glass can be cut with this new super-hard metal used for valve plugs and seat rings in our valves. Little or no imagination is required by the prospects to see that such parts will give a valve far greater life.

We have found the mechanical approach to be particularly useful in selling the four following classes of customers:

1. Initial calls on highly fechnical

engineers. Regular calls on engineers who are already familiar with the product.

product.

3. Calls on purchasing agents of large companies who know less about the technical side and yet must be sold on our company.

4. Calls on supply houses for certain items. These houses have a wide line of articles to sell

and little engineering knowledge.

We have found increased sales hidden in the mechanical approach due largely to the fact that points which are got over in this way are remembered. Furthermore, these same mechanical approaches are helping our salesmen to steer a steady course through those first two minutes of the interview.

#### A Valuable Source of Sales Data

BOSTON, MASS.

Editor of Printers' Ink:
Please send me a list of references on house-to-house selling. Also
on plans for building up the sale
of specialties by the use of direct
mail, with particular reference to
developing the mailing list.
RICHARD C. HAY.

THAT PRINTERS' INK completely covers the subjects upon which Mr. Hay desires a list of references is indicated by the lists we sent him. On the subject of house-to-house selling, for ex-ample, a list of sixty-four articles was sent, including several surveys upon the whole subject of what points a business should study and consider before deciding upon this method of selling, methods of compensating the house-to-house salesman, consideration of the advantages and disadvantages of the canned selling talk and many other similar phases.

The use of direct-mail advertising was covered in a list of ninetythree articles published since January, 1928. This list did not include the subject of booklets and catalogs, which would have run the number of articles covered in that brief period to at least 150. Articles on the mailing list ran to the number of eighty-one and, in addition, we included a list on mail-order selling of eighty-two articles.

Thus, with a background of 320 separate and distinct articles in response to his request, Mr. Hay is able to get a complete cross-section of the experiences of American industry on these phases of selling and advertising .- [Ed. PRINTERS INK.

#### M. D. Townsend Starts Own Business at Denver

Morris D. Townsend, for several years advertising manager of the Pueblo, Col., Star-Journal, has established his own business as a publishers' representative at Denver. He has been appointed to represent the Pueblo Star-Journal, the Colorado Springs Gazette-Telegraph, the Grand Junction, Col., Sentinel, the Casper, Wyo., Tribune-Herald, and the Cheyenne Wyoming State Tribune.

### Hand-Tipped, Spit, Machine-Made -Well, What of It?

Sanitation Is Brought About by Management, Not by Machines

#### By C. J. DuBrul

President, The DuBrul Manufacturing Co.

T is high time that manufacturers quit stressing superficial details and got down to fundamentals on the subject of sanitation.

Heading a cigar by a machine does not by any means assure sanitation in cigar making. Sanitation

in cigar manufacturing begins with the handling of the leaf and ends at the shipping room door; or rather, I should say, sanitation begins with the mental attitude of manufacturer himself.

The manufac-turer, first of all, must be honest with himself and have a sincere desire to be honest with the public. Before advertising any sanitary details in his production operations, he should first see that his house is in order and that every factor and operation in cigar manufacturing looked upon from a sanitary point of view.

This being ac-complished, he should rightly and properly advertise the positive factors in his factory rather than the negative ones, for by insidious advertising he may ruin the cigar business as a whole, of which he is an integral part.

Assuming, now, that this fundamental, the attitude of the cigar manufacturer, is accomplished, where should he start? His building should be so constructed as to afford plenty of natural light. addition to this, there should be

plenty and properly distributed artificial light. It is simply impossible to conduct a sanitary factory if the lighting facilities are not such that every nook and cranny in the place is subject to the minute scrutiny of the sanitationminded manager.

In this connec-SPIT" is today probably the most discussed word in the advertising business. The discussion rages primarily around the ethics involved in flaunting the word before the public. But what about the actual merits of the machine-made

cigar as compared with the hand-made—that is, from the standpoint of sanitation? To put it more bluntly, does it follow that because a cigar is made by machine process it is unquestionably more sanitary?

The author of this article has visited in recent years, practically every cigar manufacturing plant in this country of any size. Some of his company's equipment is used in every cigar plant in America. His answers to the above questions put a completely different aspect on this entire discussion.

tion, the slogan of the paint manufacturers, "Clean Up and Paint Up," is relevant. All walls, corners, machinery and equipment of whatever nature, must be kept clean, and in order to do so, a paint of very light color is necessarv

Proper ventilation is a most essential factor in the modern cigar factory. Along with this, properly con-trolled humidity has proved itself desirable to foster the health of the emplovees as well as being of great assistance in the production of cigars. Orderliness about

a plant is one of the fundamentals. Unless there is a place for everything and everything in its place, the morale of the employees and of the management itself soon deteriorates and they are prone to forget sanitation.

Unless all machinery, tools and appliances are kept painted and scrupulously clean, be it in a machine factory or a hand factory, sanitation cannot really be the by-

In this connection, let me emphasize that the possibilities for New

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# Here Is ADVERTISING EADERSHIP in one of America's Best Markets

Dispatch LEAD over the Second Columbus Eve-ning Paper More Than-CLASSIFICATION AMUSEMENTS 23% **BOOK STORES** 12% BOOTS & SHOES ..... BLDG, SUPPLIES & CONTRACTORS...... 164% CLOTHING ..... DEPARTMENT STORES ..... DRUG STORES ..... 38% EDUCATIONAL ...... 430% ELECTRICAL APPLIANCES ...... 16% GROCERIES HEATING & PLUMBING ..... HOTELS & RESORTS ...... 188% INSURANCE ..... **JEWELRY** 230% MEDICAL MISCELLANEOUS . MUSICAL INSTRUMENTS ..... OFFICE EQUIP. & STATIONERS ..... 575% PROFESSIONAL ..... PUBLICATIONS ..... 182% RADIO REAL ESTATE ..... SPORTING GOODS ..... 223% TOILET GOODS ... 254% TRANSPORTATION ...... 138% AUTOMOTIVE ..... 127% FINANCIAL . 90% CLASSIFIED ADVERTISING ...... 115% TOTAL NET PAID ADVERTISING .....

# Columbus Dispatch

(Based on Media Records 1929 Annual Report)

OHIO'S GREATEST HOME DAILY

Member 100,000 Group of American Cities

CIRCULATION 125,513 NET PAID

National Representatives-O'MARA & ORMSBEE, Inc.

sanitation in a hand factory are just as great as they are in a ma-chine factory. A hand factory can be as scrupulously clean and its production as strictly sanitary as that of the finest machine plant.

If a manufacturer installs machines and thinks that he has thereby surmounted this very essential problem of sanitation, he is fooling himself more than he is

fooling anybody else.

Think for a moment of the operating room in a modern hospital. Nowhere in the world is sanitation more necessary than here, and one could hardly call the operating room a machine plant; if there ever was a hand operation, certainly this is where it is to be

If one will honestly go over the operations in the average machine plant, he will probably find there are just as many operators, that is, human hands touching the tobacco, if not more, than in the hand fac-

Great stress has been laid upon only two operations in cigar manufacturing, whereas there are very many more. These two operations are that of bunch making and roll-

In the most modern machines we have an operator handling practically every piece of filler; there is another operator handling every piece of binder; another operator handling every piece of wrapper, and despite the subtle, if not misleading, advertising about the heading or tipping of cigars, the last operation, the so-called inspection, which is in part finishing and patching, there is an operator who, by hand, corrects any imperfections in the production due to the shortcomings of the machine or of the material. The perfect machine has not yet been made, due, perhaps, to the inability of the machine manufacturer to add to this machine one little appliance; namely, the human brain or human judgment.

If this inspector is so inclined, it is within her possibilities to use the insanitary methods which have been stressed so much in recent advertising, just as it is in any hand

shob.

By the hand methods the two

operations mentioned above are performed by one or by two operators, whereas in machine methods these operations require four operators, each in turn handling part of the tobacco.

Now what becomes of the argument about the sanitary functions

of the machine?

Sanitation is a function of management and not of the machine. Going further, employees are a big factor in sanitation. All employees should be clean about their persons. They should be clean about their clothes. They should be made to wear white aprons and caps in order that any sign of uncleanliness may easily be detected by the management. All employees should be subjected to periodical medical examinations, and it goes without saying that no employee should be permitted in the plant with a communicable disease.

Last, but not least, the employees should be sanitation-minded. should think in terms of sanitation each minute of the day, and in their work and in their deportment they should never for one moment be permitted to think in other terms.

Any manufacturer or superin-tendent who is sincerely desirous of having a thoroughly sanitary plant can easily train himself to be vigilant in this respect. The subject of sanitation has been so thoroughly broadcast that he should be versed on this subject, and if not, there are easily accessible sources through which he can inform himself.

In no other factor is the old adage so relevant as it is in sanitation; namely, "Eternal vigilance is the price of success."

#### H. T. Salzer with Lamb

Agency H. T. Salzer, formerly treasurer and space buyer with Breeding, Murray & Salzer, Philadelphia advertising agency, has joined the James G. Lamb Company, advertising agency, also of that city. He replaces H. Arthur Engleman, resigned.

#### Thompson's Malted Milk to Carroll Dean Murphy

The Thompson's Malted Milk Com-pany, Milwaukee, has appointed Carroll Dean Murphy, Inc., Chicago advertising agency, to direct its advertising account.

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**GEORGE G. STEELE** 

**BUSINESS MANAGER** 

# The Philadelphia Inquirer

PENNSYLVANIA'S GREATEST NEWSPAPER

BRANCH OFFICES

NEW YORK

DETROIT

CHICAGO 288 MADISON AVE. 408 FINEARTS BLDG. 330 N. M\*SHIGAN AVE.

SAN FRANCISCO 864 HARKET ST.

LOS ANGELES 433 S. SPRING ST

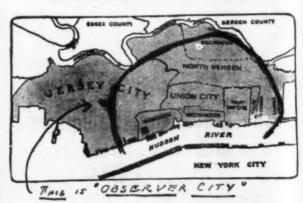
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Offices

Hoboken Jersey City Union City

National Representatives

GILMAN, NICOLL & RUTHMAN
New York Boston Chicago Detroit San Francisco

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### When to Personalize Sales Letters

THE TOLEDO METAL FURNITURE CO. TOLEDO, OHIO

Editor of PRINTERS' INK:

Editor of PRINTERS INK:
We number among our accounts some thousands of office supply and equipment dealers to whom we sell to some extent by direct mail.
Our mailings are simple. We have addressed from names only, i.e., we have made no attempt to personalize the mailings even to the extent of filling in our letters or of addressing the letters or the envelopes to the attention of any particular individual. We are giving some thought to personalization.

thought to personalization.

Can you give us any information or can you refer us to any articles in past issues of your publications in which is dealt with the question of which is dealt with the question the relative returns from personalized mailings addressed to the attention of particular individuals as compared with the returns from non-personalized mailings addressed to firm names only?

THE TOLEDO METAL FURNITURE CO.

PROGRESSIVE retail merchant recently showed us a atch of fifty-four sales letters rereived in a short period. Of these mly fourteen were filled in with the individual name. The other forty opened with the impersonal alutation of "Dear Sir" or "Dear Mr. Dealer," etc. A few dispensed with the conventional salutation altogether and opened in a conversational manner with some such reeting as "Good morning."

Some of the most important irms using sales letters make no effort to personalize them. On the other hand, we know of a firm of marine engineers which successally employed a direct-mail camaign among business offices to sell high-class motor cruiser. very case, the name of an indisidual was carefully filled in, and where the name could not be obained, the salutation was addressed to the president of the company.

The question whether much is pained by personalizing sales leters cannot be answered flatly. So much depends on circumstances. The standing of prospects, the lature of the product, the previous relations of seller and buyer, all lave a bearing on the question.

In cases of doubt, common sense hould be the guide as to what is est. If a letter must be really

personal to get action, let it be personal in appearance and style, but if it is an impersonal business communication containing offers or news intended "for the trade," we doubt if anything important is to be gained by trying to make it appear personal. Most dealers know the difference between the two, anyhow.

It must be remembered that to fill in the names and addresses of thousands of customers adds considerably to the expense of mail-

siderably to the capetal of the ings and makes them much more difficult to handle. If the name is incorrectly spelled and addresses are inaccurately typed, as frequently happens, most of the effect of personalization is immediately destroyed. Better no personalization at all if attempts at it are not perfectly carried out. Some sales letters are mistakenly

intimate or familiar in tone. They affect to assume a friendship when there has not been even an acintroduction. quaintanceship or There is no warrant for assuming that the ordinary rules of politeness should not govern letters as well as personal conduct.

More important than to personalize letters is to individualize them. Most sales letters, judging by those habitually received in this office, are deplorably alike in appearance and substance. writers fail to remember that they are competing with hundreds, and even thousands, of others for attention and interest. Their phrases are hackneved and their manner of expression conventional. Even the most important message or offer is likely to be missed if at first glance a letter seems to be exactly like forty others received that day.

If a mailing firm is not fortunate enough to possess a gifted sales letter writer, it can at least impart some distinction to letters in appearance and style. Instant attention is the very first requirement in a sales letter. That comes from individualization. And that, to our mind, is more important than personalization.-[Ed.

PRINTERS' INK.

#### A Tale of Two Trade-Marks

Now They're Similar-Now They're Not

THIS is a tale of two trademarks. On the one hand—Fashion Park. On the other—College Park. Both used for men's clothing. Some \$8,000,000 has been spent advertising the former. Whether the latter has been advertised to any considerable extent, testimony showeth not.

The question is: Are the two marks so similar as to be likely to cause confusion in the trade?

The answer is: No.

And there the tale would end. were it not for this fact: Two of the judges sitting in the Court of Patent Appeals-Customs and which handed down the latest decision in this case-found themselves unable to concur in the opinion of the majority. In their dissenting opinion is to be found an exposition of trade-mark lore and trademark law that should be intensely interesting to the layman who finds the far-from-dry subject of trademarks to be of more than passing importance.

The case began in the trademark bureau of the Patent Office. The Simon Levin & Sons Company had applied for registration of the mark "College Park" used on men's clothing. Rosenberg Bros. & Company, owners of the mark "Fashion Park," used on similar merchandise and registered in the United States Patent Office, opposed the application.

The examiner of trade-mark interferences found no ground for sustaining the opposition. Rosenberg Bros. & Company appealed to the Commissioner of Patents, who upheld the examiner. Appeal was taken, bringing the case before the Court of Customs and Patent Ap-

A majority opinion, handed down by this court, sustained the examiner of trade-mark interferences and the Commissioner of Patents.

In this opinion, the court quoted, with approval, a statement of the patent commissioner, which read as follows:

Notwithstanding that both marks include the word "Park," the general appearance and signification of the marks in their entirety are to different to justify a conclusion of confusion of origin.

Elaborating on this, the court said: "An inspection of these deleads us to conclude that there is no reasonable ground upon which to base a belief that confusion is probable or likely. There is no similarity of appearance in The words, when the designs. pronounced, do not have the same sound, except the one word 'park.' which cannot, standing alone, be taken as the dominating characteristic of either of the marks. It is not contended that anyone can secure the exclusive right to use the word 'park,' and we do not understand the law to deny registration to one combination which includes part of another combination unless the former is so similar to the latter as to create confusion."

With this opinion, Judges Lenroot and Bland disagree. Their reasons for dissenting from the majority opinion throw a searching spotlight on certain features of trade-mark practice.

The goods upon which the two marks are used, states Judge Lenroot, who wrote the dissenting opinion, are identical in kind. The record, he goes on to point out shows that "Fashion Park" was adopted not later than 1915, and that it has been advertised to the tune of \$8,000,000, "with the words "Fashion Park" as the leading feature of its advertisements and has built up a nation-wide business in clothing bearing its trade-mark."

built up a nation-wide business in clothing bearing its trade-mark."
"College Park," he says, has been used since February 1, 1926
"In my opinion," he continues "the word 'College," as used as a mark upon men's clothing conveys the idea of fashion, insofar a college students are concerned. It is a matter of common knowledge that the style of clothes worn by college students is, to a very substantial degree, followed by the

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# The Campaigns and Advertisements Deemed Best by Harvard Awards Juries



Here is a résumé, chiefly pictorial, of the Harvard Advertising Awards during the first five years of their existence. Winning individual advertisements for effective use of text, of illustration, of display line, and of typography are shown in full page. Selected advertisements illustrate the campaign awards for specific product, industrial product, institutional and local.

# First Five Years HARVARD ADVERTISING AWARDS 1924 — 1928

TO anyone interested in the planning and preparation of advertising, this book makes available a collection of advertisements and campaigns considered worthy of study and emulation.

These awards cover a wide variety of products, automobiles, copper wire, life insurance, soap, condensed milk, bank service, and many more.

This book should serve as a touchstone for advertising men and advertisers. It has been priced at the nominal figure of \$2.50 in accordance with the wish of Edward W. Bok, founder of the Awards.

It is the plan to publish annually hereafter a volume devoted solely to each year's awards. The series will represent a collection of outstanding advertisements and a record of advertising progress which the advertising man will want as part of his library.

EXAMINE THIS BOOK FOR 10 DAYS WITHOUT COST OR OBLIGATION. Simply fill out, clip and mail this coupon.

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young men of the country. Therefore, the word 'College,' as a mark upon clothes, has very much the same meaning as 'Fashion,' and when combined with the word 'Park,' forming the trade-mark 'College Park,' conveys the same meaning to college students, at least, as does the trade-mark

'Fashion Park'." Judge Lenroot then quotes from testimony given by witnesses for "Fashion Park" to prove that the manufacturer of this clothing caters to the college trade and develops models particularly adapted to college wear. "As applied to clothing worn by college students, at least, both marks have exactly the same significance, and it necessarily follows that the two marks are likely to cause confusion in the mind of the public, especially that part of it to which both parties cater, viz., college men.

#### Doubt Should Be Resolved in Favor of First in Field

If this much is true, Judge Lenroot continues, or if it has sufficient basis in fact to raise a question of doubt, then, under the law, the doubt should be resolved in favor of the company first in the field. This is an accepted tenet of trade-mark law. Any doubt is resolved against the newcomer. And the reason for this rule is that the field from which a person may select a trade-mark is so broad that there is no excuse for impinging upon, or even closely approaching the mark of a business rival.

"In the case at bar," declared Judge Lenroot, "appellee (College Park) had thousands of words from which to select a trade-mark. There was no reason why it should select the particular combination of the words 'College' and 'Park,' unless it was to approach as nearly as possible to the mark of appellant without infringement, and profit by purchasers thinking that the clothes made by it were those made by appellant."

Without further interruption, let Judge Lenroot continue:

In United Drug Co. v. Rectanus Co., 248 U. S. 90, the function of a trade-mark was stated as follows: Its function is simply to designate the

goods as the product of a particular trader and to protect his good-will against the sale of another's product as his: \* \* \*\*

would have selected a mark so dissimilar to the mark of a competitor that ther would be no possibility of confusion. If it desired to use the word "College" is a part of its mark it had a perfect right to do so, but why did it select the word "Park" to use in combination with the word "College" when it must have word "College" when it must have known that a strong competitor wat using the word "Park" in combination with the word "Pashion"? There are hundreds, if not thousands, of words that might have been used by appeller instead of the word "Park," or a like number that might have been used in combination with the word "College" The conclusion to me is irresistible that in selecting the words "College Park," appellee hoped to secure a benefit from appellant's mark by reason of their similarity, and I am of the opinion that there was ample ground for such hope. \* \* \*

there was supper accepted by the control of the con

ion Park," each of said last named marks being superimposed upon a smile cut or representation of two persons on horseback, and used by appellant os men's coats, vests, pants and overcost. The question involved was whether the said mark of appelles so nearly resembled the marks of appelles an early resembled the marks of appelles and take in the mind of the public, or to deceive purchasers. We there held that the words "Park" and "Lane," in combination with the word "Fashion" and the other elements of the respective marks, as applied to the various goods upon which they were used, were not so similar as to cause confusion. Had the marks in that case been used upon identical goods, as are the marks here involved, a very different question would have been before us. It is clear that marks may be so similar as to cause confusion if used upon goods identical in kind, but so dissimilar that no confusion would arise if used on goods more than the confusion for used upon goods identical in kind.

This dissent is lengthy because I fet overy strongly that what seems to set to be an erroneous conclusion of the court will encourage the application for registration of trade-marks, used upon goods identical in kind, with a purpote

court will encourage the application for registration of trade-marks, used upon goods identical in kind, with a purpose and intent by the applicant of approaching as nearly as possible the mark of a competitor to which he is entitled, with a hope of securing benefits therefrom. In my opinion, the decision of the Commissioner should be reversed.

And thus concludes this tale of two trade-marks. But perhaps "concludes" is not the proper word. There may yet be an epilog.

# PERMISSION IS GRANTED

SO many telegrams and letters are being received asking permission to reprint in booklet and other forms the masterful article, "Now is the Time to Advertise," by Earnest Elmo Calkins, appearing in the REVIEW OF REVIEWS for March, that we take this method of granting both publishers' and author's permission to those desiring this privilege.

Credit lines must be included, of course, and we request a courtesy copy of the proposed reprint for our files.

Mr. Calkins' article is a noteworthy contribution to American business and finance. It brings the advertising man and the business economist into accord in discussing the business problem which faces President Hoover and the country today. And, in doing so now, it merits the widest circulation. We are happy to cooperate.

If you have not read Mr. Calkins' article, we will gladly send you a copy of our March issue.

#### THE REVIEW OF REVIEWS

55 Fifth Avenue, New York

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many of our clients, we really act as art director of their agencies » » Ever available in a consulting capacity; ever responsive with a clear understanding of advertising fundamentals, our service functions smoothly from graphic rough to finished perfection » » Thus it is that many of our friends look upon our permanent, competent staff as a part of their own organization.

GRAUMAN-JENNINGS

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# The Steel Corporation Emphasizes Its Advertising

inited States Steel Subsidiaries Show Advertising and Merchandising Co-ordination

OCCASIONALLY someone makes the statement that the United States Steel Corporation loes not advertise. What such attement leaves out of consideration is the fact that the United States Steel Corporation is a holding company and that its subsidiary ompanies under their own respec-

ive and individual managements do a great deal of adertising. An indication of ust how extensive are the dvertising activities of the many subsidiaries is indicated y the recent issuance of Steel, a quarterly issued by ubsidiary manufacturing mpanies of the United tates Steel Corporation." t contains representative advertisements scheduled to appear in business and general publications. It is rather amazing, to the heard the remark United States Steel does not dvertise, to note no less dvertisements all scheduled to run either in business or eneral publications. These ange all the way from ad-vertisements for structural tel issued by the American Bridge Company, and page dvertisements for Cyclone oduced by the Federal

Shipbuilding and Dry Dock Company, and a full page showing low quickly a sidewalk laid by the Universal Atlas Cement Company ready for children to walk and

It is interesting to note that at the bottom of every one of the advertisements to be run by the separate companies appears the tie-up blogan, "Subsidiary of the United States Steel Corporation." The company, in its foreword, says: "This Quarterly is issued by the subsidiary manufacturing companies of the United States Steel Corporation in the belief that the current advertisements are of interest not only to the sales forces and other employees of the respective companies, but likewise to employees in other subsidiary com-



Tubbish consumers, to the This Shows How One of the United States Steel divertisement of a new ship Corporation's Subsidiaries Is Using Business-toduced by the Federal Paper Advertising

panies. It is believed that certain customers also will appreciate the information in this convenient form.

"The products manufactured by these companies cover a wide range. This is true also of their uses. In a single issue such as this, it is impracticable to go into extended details, and for this reason only a very condensed list of principal products is shown. A

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more comprehensive compilation regarding these companies and their products is available to all selling representatives through their General Sales Offices.

"The current advertisements herein shown do not, of course, represent all the advertisements that will be published during this period. Many more not reproduced here are scheduled to appear in numerous mediums. This selection shows a few representative advertisements, which it is felt will be particularly interesting and informative to all sales people and certain consumers, and therefore of value not only to the specific companies, but to the Corporation as a whole."

H. V. Jamison, chairman of the advertising committee, tells PRINTERS' INK that the booklet "is just another indication of the co-ordination and improving quality of the advertising of the Corporation companies; and likewise of the cohesiveness and solidarity of the general activities and policies in promoting their products."

As a further indication that the advertising co-ordination is taken seriously as a keynote by the so-sidiary companies, consider the following statement made on March by A. C. Wilby, assistant to the president, Universal Atlas Cement Company, in a recent address before a trade association meeting a Chicago:

"One advertisement in a newpaper or magazine or one mailing unit is not sufficient," Mr. Wilhy said. "The successful advertiser realizes that he must map out a consistent campaign and make frequent insertions or mailings. The same principle is needed in preventing industrial waste. Spasmodic campaigns are not sufficient to hold interest. Waste preventions, like advertising, must be continuous."

Quoting the statement of James A. Farrell, president of the United States Steel Corporation, of which the Universal Atlas company is a subsidiary, that "it becomes more and more necessary for competitive business to turn the waste of today into the profit of tomorrow," Mr.



Out go the mails with "PUNCH"—"PUNCH" that everyone is waitin for, "PUNCH" that all English-speaking people respect as they respect their own flag . . . "PUNCH" with your advertisements in it. Back come the orders, orders from every corner of the world, for people who read "PUNCH" trast what is advertised in it. And out go the boats again with goods, your goods, selling to wider and wider markets, building trade and prosperity for your country! Trade, more trade, comes of advertising in "PUNCH." We can prove it! Write to Marion Jean Lyon, Advertisement Manager, "PUNCH," 80, Fleet Street, London, E.C. 4, Eng.

#### **ADVERTISE IN**

# PUNCH TO BUILD A WORLD TRADE

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WATCH ARKANSAS

# THEY MIX WELL FOR ARKANSAS FARMERS

Our farm families continue to buy during the summer months because they have the cash.



77% of Arkansas' population depends directly on farm in-We have 305 rural trading centers and 8,000 miles of improved highways to accommodate these families.

Only one publication reaches any large number of the key buyers or can boast of a dominating influence in the state. We know the reasons and those who want sales from Arkansas deserve to know them.

# THE ARKANSAS FARMER

LITTLE ROCK, ARKANSAS

Powers & Stone, Inc. New York-Chicago C. A. Shulenburg St. Louis, Mo.

Bryan P. Murphy Kansas City, Mo.



A 32-page booklet, just published, tells how some of the nation's leading merchandising experts use our warehouses to achieve strategic "spot stock" distribution and deliver their goods quicker at less cost. Because these nationally-known manufacturers have so successfully used our warehouses for many years to distribute their products economically, we feel that our plan of distribution may possibly help you. Have your secretary write for our free booklet.

Public Merchandise Warehouse Division

AMERICAN WAREHOUSEMEN'S ASSOCIATION

1714Adams-Franklin Bldg. Chicago, Illinois Wilby emphasized the continuous feature of the program adopted by his company to eliminate waste,

"Thousands of suggestions were received from office, field and plants during the first week of our campaign," he said. "From one plant alone came more than 800 suggestions covering almost every phase of operation.

"Like the successful advertiser who gets the biggest return from his advertising only if he continues it, we did not stop our activity with this first week. We made the movement continuous. Permanent waste-prevention committees were organized in all offices and plants. As a result substantial economies already have been effected. As the campaign continues, our efforts, like those of the advertiser, will be increasingly productive." The close connection in this statement from one of the subsidiary companies between waste elimination and continuous advertising is interesting and promises some additional advertising campaigns in the future. Perhaps the close co-ordination for more advertising and waste elimination between subsidiaries will pave the way for an institutional campaign to show how waste is being turned into new products and more wealth.

In order to facilitate the direction and handling of all present advertising activities for the subsidiary manufacturing and distributing companies, they have all been divided into two divisions or groups, Eastern and Western, with special group counsellors to consult with and advise the respective advertising departments.

This committee holds regular meetings at which all subjects associated with advertising are discussed from the general standpoint.

The publication of this "Quarterly" selection of advertisements, designed to interest not only employees but customers as well, is understood to be one step in the closer co-ordination between the subsidiary companies which has resulted from an intensive study made during the past two years. Particularly in the marketing end all the subsidiaries will co-operate

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Net Cheste amoun 053 for year, sales were \$1,297 of 192 per ce Net charge \$79,68. Februa an increase the correase

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closely to develop new uses for steel and to solve problems common to them all.

The slogan which appears on all advertising material of the subsidiary companies also appears on the letterheads of the companies, and on the calling cards of their sales representatives. There is also to be an emblem which will be used and advertised to identify all products of Steel Corporation subsidiaries both in domestic and foreign markets.

All this seems to indicate that America's premier industrial company, long noted for its efficiency in production, is turning its attention more earnestly than ever before to the problem of broadening markets and co-operating for increased service to consumers, in which effort advertising is going to

play an even more important part than it ever did in the past.

Scott Paper Sales Show Increase
Net sales of the Scott Paper Company,
Chester, Pa., for February, 1930,
amounted to \$655,432, as against \$653,635 for the corresponding month of last
year, an increase of 3.3 per cent. Net
sales for this year, up to February 22,
were \$1,358,660. This compares with
\$1,297,405 for the corresponding period
of 1929, representing an increase of 4.7
per cent.

per cent.

Net carnings for February, 1930, after charges and Federal taxes, amounted to \$79,683, as compared with \$64,402 for February of last year. This represents a increase of 23 per cent. Net earnings for the period ended February 22, 1930 were \$162,629, as against \$126,565 for the corresponding period of 1929, an increase of 28 per cent.

#### Die and Tool Account for Ullman

The American Die & Tool Company, Reading, Pa., has appointed Roland G. E. Ullman, advertising agency of Philadelphia, to direct its advertising account. Newspapers, business papers and direct mail will be used.

To Represent "Home Circle"

Home Circle, Louisville, has appointed
Hallett E. Cole, publishers' representative, Los Angeles, as its Pacific Coast
representative.

Death of Raymond M. Weeks
Raymond M. Weeks, chairman of the
board of directors of the PhiladelphiaWeeks Engraving Company, died at
that city last week.

# Good Copy

will help any sound business.

Uncle Henry
Wilson used to
say, "If I owned
a business which
could not advertise, I would
advertise the
business for
sale."

HAWLEY ADVERTISING COMPANY Inc.

95 MADISON AVE. NEW YORK CITY

Success in Business Depends upon Sound Thinking-Un-derstand Your Mind-Then



#### THE ART OF BUSINESS THINKING

By H. G. Schnackel

"The Art of Business Thinking is both highly practical and psychologically sound. Experienced executives will find it very helpful in straightening out their thinking, while beginning executives will find it a serviceable guide to starting their business thinking right."

DONALD A. LAIRD,
Director, Psychological Laboratory,
Colgate University.

"It is . . . a stroke of rare good fortune that at this time, when the complexity of modern business relationships, due to mass production, mass distribution and mass administration, is blurring the edge of business politics, the 'Art of Business Thinking' should appear."

LEE GALLOWAY, PH.D.,
Vice-President,
Alexander Hamilton Institute.

See a Copy on Ten Days' Approval

JOHN WIL	EY	SONS.	Inc.
440 Fourth			
Waw York		-	

Gentlemen: Kindly send me en ten days' approval a copy of Schnac-kel's "The Art of Business Think-ing." I agree to result the price of the book (\$2.59) within 10 days after its receipt or return it post-

Address		*				*						*	*		
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Firm..... PI 3-20-30

#### Made Directors of I. C. Penney Company

Walter A. Reynolds, sales manager of the J. C. Penney Company, and Earl A. Ross, manager of the real estate division, have been elected to the board of directors of that company. They fill the vacancies caused by the resignations of J. M. McDonald and D. G. McDonald The officers of the company now are Chairman, J. C. Penney; president, Eaw Y. Day; second vice-president, Lew Y. Day; second vice-president, Walter A. Reynolds; third vice-president and trasurer, J. I. H. Herbert, secretary, L. A. Bahner, and comptroller, R. W. Trova.

#### To Advertise Marine Food for Livestock

The Marine Products Corporation, Seattle, has appointed the Western Agency, Inc., of that city, to direct an advertising campaign on its marine foods. Newspapers in the country sections of Washington, Oregon and Idaho as well as farm and livestock journals will be used. This company manufactures Salmoli, a salmon oil for livestock, and Salmel, a fresh salmon meal.

#### Portland Electric Account to Brunn Agency

The Portland Electric Power Company, electric appliances, has appointed the Brunn Advertising Service, Portland, Oreg., to direct its advertising account. Newspaper, direct-mail and radio adver-Newspaper, direct-n tising will be used.

#### Appoints Lyddon, Hanford & Kimball

The Olean Metal Cabinet Works, Inc., Olean, N. Y., has appointed the Buffalo, N. Y., office of Lyddon, Hanford & Kimball, Inc., advertising agency, to direct its advertising account.

#### Red Cypress Account to New Orleans Agency

The Louisiana Red Cypress Company, New Orleans, marketing association of cypress mills, has appointed the Fitter gerald Advertising Agency, Inc., of that city, to direct its advertising account.

#### C. E. Paulson with Erwin,

Wasey at Seattle Clarence E. Paulson, formerly in the advertising business in the Middle West, has joined the Seattle office of Erwin, Wasey & Company, advertising agency, in an executive capacity.

Appoints Chappelow Agency
The Perfection Manufacturing Company, St. Louis, nursery accessories, has
appointed the Chappelow Advertising
Company, of that city, to direct in
advertising account. Magazines, export
publications and business papers will be

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Dairy Farmers Plan Joint Advertising Campaign

Preliminary approval of a co-operaive advertising campaign to encourage
reater use of milk and butter was
red by dairy farmers in the Chicago
res at the annual meeting of the Pure
tilk Association, co-operative marketg organization, last week. This assoiation has a membership of over 18,000
orducers maintaining dairy farms witha 130-mile radius of Chicago. An
irement was voted, subject to conimation by the membership, to raise
the commission which is paid to the
succitation on the basis of the volume
ach producer ships into the Chicago
arket. A portion of these funds will
be used for consumer advertising, to
art, it is anticipated, about July 1,
311. Co-operation of milk dealers in the
orgram will probably be solicited.

Win Typographical Awards

Awards for excellence in printing are distributed recently at the fourth simulal chibition of Chicago Fine Printing of the Society of Typographical Arts, held at Chicago. The awards in he various classes and the winners were: Book, "Log of the Auxiliary Schooner-Yacht "Northern Light," R. R. Damelley & Sons; calendar, Bertsch & Coper; folder, "Consider the Graffe," win. H. Rankin Company; newspaper alvertisement, Graves, McCleisch & Campbell; poster, "Pewter Grey," Hart Schaffner & Marx, and folder, "Cosmetics," Paul Ressinger.

#### Made Directors of Royal Worcester Corset

Dr. Homer Gage and John F. Tinsley, pesident, and vice-president and general manger, respectively, of the Crompton & Knowles Loom Works, Providence, R. I., have been elected directors of the hyal Worcester Corset Company, Worceter, Mass.

Add-a-Pearl Account to Hays MacFarland Agency

The Juergens & Andersen Company, Okago, manufacturer of Add-a-Pearl tecklaces, has appointed Hays Macfuland & Company, advertising agency of that city, to direct its advertising actual.

#### A J. Rotty with Glen Buck Agency

A. J. Rotty, formerly with Brocklad & Moore, Inc., St. Louis advertisin agency, has joined The Glen Buck Company. Chicago advertising agency, 12 junior account executive.

Conrad Voelcker, founder of the lynne, N. J., Journal and former publiker of German language newspapers, fid recently at New York. He was my-nine years old. The only
publication
giving a
concentrated
coverage of
General Managers,
Controllers,
Delivery Supts.,
and Supply Buyers
of every department
store and chain
store headquarters
in United States . . .
. . . . they buy everything

... they buy everything used in the operation of their stores.

Want the complete story?

# STORE EQUIPMENT AND SUPPLIES

236 N. Clark St... Chicago NEW YORK .... 20 VESEY STREET LOS ANGELES ... 122 E. 7th STREET

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### Real Opportunity For Sales Manager

A St. Louis manufacturing concern of splendid reputation and high rating, recognized as a leader in its particular field, has opening in its sales organization that presents unusual opportunity.

This manufacturer is doing a national business with the retail hardware and furniture trade on a line of highest quality specialties having wholesale unit prices ranging from \$50.00 to \$100.00.

Applicant must have thorough and successful experience in sales promotional work and direct handling of salesmen as well as be experienced in marketing high grade specialties of high unit price through the rural trade. Experience in marketing such items as washing machines, cream separators, radios, stoves or ranges would prove valuable.

This opportunity is created by reason of an expansion program recently adopted by this manufacturer and is not the result of a vacancy. Early connection is desired therefore, give full particulars concerning yourself and your experience in first letter. Address "M," Box 72, P. I.

#### Condemns Offensive Advertising of Motion Picture

Threats of legislation against the me

Threat of legislation against the su of improper advertising of motion potures are caused largely through after tising which has its origin and in placing by local exhibitors. This is to opinion of the Associated Motion Foture Advertisers, Inc., which, at arcent meeting, took up for consideration plans to further its efforts to climinate practices harmful to the industry.

Action to be taken by the association was recommended in a resolution which was unanimously adopted. The resolution was the summan and summan and the summan and the summan and the summan and the summa

reported the committee on indecent ad vertising, "but both sides know the dif vertising, "but both sides know the diference between clean advertising an smut and it is so important to the whole business that quibbling can we be cast aside."

#### Death of W. H. Cottingham

Walter H. Cottlingham, chairman of the board of the Sherwin-Williams Cepany, Cleveland, died recently in England. He was sixty-four years old. He had been president of the Sherwin-Williams Company for thirteen years beforesigning that position in 1922 to become chairman of the board and to devote his time to the company's business in England. gland.

gland.

In 1892 he had become Canadian agent for the Sherwin-Williams Company, in Canada, later forming à company under his own name to manufacture Sherwin-Williams products in that country. This company was merged with the home company at Cleveland in 1896 and Mr. Cottingham was placed on the board of directors and made manager of the Canadian branch.

#### Furnace Account to Hubbell Agency

The Henry Furnace and Foundry Company, Cleveland, has appointed the Hubbell Advertising Agency, Inc. of that city, of which Frank Hubbell is president, to direct its advertising ac-count. Newspapers and business papers count. News will be used.

#### A. D. Cameron with Chicago "Evening Post"

A. D. Cameron, formerly with the Chicago Evening Journal and the Militure Wisconsin News, and, later, with the Rodney E. Boone Organization, has been made national advertising manager of the Chicago Evening Post.

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stry. association ion which what is YOUR Companys share?

Of that appalling sevenbillion-dollar annual distribution waste in this country, huge sums could be saved by intensive study of major market zones. Men like Dr. Julius Klein, Assistant Secretary of Commerce, point to this as the vital business problem of the day.

Based on groupings of present and near-future populations, comparative buying power, buying habits, transportation channels and the like, the nation's business map may be simplified into afew great distributing zones. These include most of the profitable consuming markets. In them you will find most of the profitable net sales.

#### Volume versus Profit

For years American business has blindly worshipped at the shrine of Volume. "Beat last year's tonnage!" "Exceed last month's quota!"—These have been the slogans. We have done a big business, but many a balance sheet today shows that volumes and profits are by no means the same thing. And now business leaders are realizing that excessive distribution costs

can make too great expansion unprofitable.

Is it not better to concentrate more on the major buying zones, and serve these intensively from their focal centers? You can, for example, cover all the rich Mid-West and Southwest territories to advantage from St. Louis, their natural metropolis. Whether as a national head-quarters, or as the location of a factory branch, warehouse, or divisional command, here is the ideal center from which to effect profitable mass distribution.

Fifty million buyers surround St. Louis within a 500-mile radius. From it, the greatest network of rail and river transportation ever known reaches them in terms of hours. The fastest-growing section of the nation lies all around it. Consumers of almost every type of product, merchandise, commodity and service look to it as their source of supply.

The Industrial Bureau of the Industrial Club (505 Locust St.) of St. Louis

Facts which have direct bearing on your distribution problems and their possible economies are available—and well worth obtaining from this bureau.

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# CANADIAN

### Business Executive

Experienced in Finance Production and Sales would like to hear from U. S. manufacturer desirous of developing Canadian business, with the object ultimately of establishing a plant.

Would be prepared to act as distributor until such times as sales warranted manufacturing in the Dominion. Can also arrange sales representation throughout the British Empire. Gentile, Canadian born, age 35, and married.

Address "E," Box 217 Printers' Ink

# HERE IS A SECRETARY!

18 Four Gat

A "find" for an advertising executive who wants to cut down nerve tension.

Not infallible, I suppose, but in my association with her, I have yet to find the absence of a single quality that makes for even-tempered, smooth-running functioning.

Faithful, energetic, wellbalanced, diplomatic, dignified, well-read, well-bred—she will contribute much to your freedom of mind and efficiency of effort.

Only circumstances beyond my control could induce me to part with her services. It's an ill wind, however, that blows no one any good. Say the word, and I will be glad to put her in touch with you.

"G," Box 219, Printers' Ink

#### New Accounts for Porter-Eastman Agency

The Arwell Products Company, Wakegan, Ill., manufacturer of insecticide, has appointed the Porter-Eastman Company, Chicago advertising agency, to freet its advertising account. Newspapen, business publications and direct mail ville used.

business purchased to the Standard Foundry & Furnac Company, De Kalb, Ill., has also placed its advertising account with the Porter Eastman agency. Business publications will be used.

#### Westinghouse Electric Reports Record Sales for 1929

Sales billed by the Westinghouse Electric & Manufacturing Company during the year ended December 31, 192 amounted to \$216,364,588, as compared with \$189,050,302 for the previous year. Net income amounted to \$27,062,611, a against \$20,814,940 for 1928. Both these figures for 1929 exceed those of any previous year in the company's history.

#### A. B. Jewett with Pathé Films, Inc.

Ambrose B. Jewett has resigned a general manager of the Metropolita Motion Picture Company, Detroit, producer of industrial advertising films an news reels, to become vice-president of Pathé Films, Inc., industrial division of Pathé motion pictures. His headquarters will be at New York.

#### W. G. Church, Jr., to Direct Silex Company Sales

William G. Church, Jr., has been appointed sales manager of The Sier Company, subsidiary of Wolcott, Inc. Hartford, Conn. He formerly was sale manager of The Beardsley & Wolcot Manufacturing Company, Waterbury, Conn. The Silex Company manufactures the Silex coffee maker.

#### To Represent "Auto" in the United States

Asto, a Spanish illustrated automotive magazine published at Madrid, has a pointed the John D. Hamilton Companinc., publishers' representative, New York, as its advertising representative in the United States.

#### Now with G. F. Willis, Inc

Miss Maurine Redmon, for the laseight years advertising manager of the Owl Drug Company of Southern Calfornia, has joined G. F. Willis, Inc. Atlanta, Ga.

#### Joins Ivel Displays

Lee Black, formerly engaged is the manufacture of scale models, has joine Ivel Displays, Inc., New York, expositional and window displays. orter-

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Furnace also place the Porter publication

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# Che PORTER CORPORATION General Advertising

88 Pearl Street

Boston

# ANNOUNCES the opening of its NEW YORK OFFICE\* 205 East 42nd Street

—to make more efficient the handling of present New York accounts — and to provide additional service for New England advertisers with New York offices.

> Mr. Robert H. Smith Manager

\*Together with its affiliated company, Dickie-Raymond — Direct Mail Advertising — the largest direct mail house in the East, to render to additional New York advertisers the unique "dual controlled" advertising service already so successful for many nationally-known firms.

#### Assistant to Advertising Manager

If you're an ambitious, but not over-zealous, young man about twenty-five years of age, who has already cut his copy and production eye teeth ... if you have an original, sales-minded, flexible mind and think your qualifications can stand the closest scrutiny, then probably you're the man we want. Your letter should include a full account of business and educational experi-Enclose representative samples of your work. Moderate, but fair salary to start. If you prove yourself your chances for advancement and remuneration are excellent.

Address "U," Box 78, Printers' Ink

#### Sales Executive

Manufacturer rated AA1, leader in its field, wants reliable man to act as exclusive distributor.

Man wanted is of executive type, capable of organizing and directing efforts of others.

Product is staple, moderate priced, with high repeat sales, and has unlimited sales possibilities, as it is used by half the adult population.

If you want a permanent position, requiring no traveling, with substantial income, write, giving full details. Must be financially able to open office and carry moderate stock.

Address "V," Box 79 Printers' Ink

# An Answer to: "—But Everybody Knows My Product"

(Continued from page 6) public at large and who do not now advertise—the man who had advertised in the past but feels that advertising has completed its job, the man who advertised and believes it did him no good, and the man who has never advertised.

Don't waste much time on the first one. If advertising has helped him to achieve success, and he honestly believes that he can retain his leadership without it in the face of advertising competition, then his days of usefulness to his company are definitely numbered. He may, for a time, hang on through intensive sales effort, but sooner or later he will go the way of all others who have thought that the favor of the public was something that could be permanently bought and paid for.

If he falls into the second class, you may be fairly sure that his advertising or his advertising policy was weak, or that there was something in his sales setup which interfered with its full effectiveness. In most cases of this kind you will find something else than advertising to blame for his attitude, even though he does not realize it.

As an agency sales executive I would rather sell advertising to the third man who has built a success without it than to the man who uses it and believes in it. To the one you have the chance of offering a bright new tool which, properly used, should accelerate his progress and open up new vistas of possible growth. To the other, you can merely offer a new way to use an old tool, laudable as that may be.

Any manufacturer who has achieved prominence with a branded consumer product without advertising has of necessity a good product and has made good use of his sales tools. Otherwise he could not have succeeded. Such a man is worthy of all the time and effort you can spend on him. There are few of

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them left today. One by one they have been brought into the fold, but there are still some wandering in the wilderness. To the men who find and lead them back, all honor and praise. They know the satisfaction that comes to those who have given sight to the blind.

#### "National Lumberman" Moves to New York

The National Lumberman, formerly phlished at St. Louis, has moved its few York. Ralph T. McQuinn, previously editor of the National Lumberman and, for the last year, with Deere & Company, Moline, Ill., farm implements, las resumed his position as editor. The New York office of the magazine will be under the supervision of Andrew K. Murray, president and treasurer, and larry S. Webster, Jr., secretary. The Chicago office will be in charge of Willis D. Leet, vice-president. E. P. Beebe, ssistant treasurer, will be located at New York. lew York.

New 107K.
The field staff will include Mr. Murray and P. J. O'Connor in the Eastern,
Southern and Pacific Coast territories,
and Mr. Leet and Frederick G. Seeburg
in the Central West.

#### Kansas City Agency Changes Name

The W. B. Finney Advertising Company, Kansas City, Mo., has changed its same to the Barrons Advertising Company, Inc. The personnel remains the same as it has been for the last ten para, with the exception of the retirement of W. B. Finney which took place short two years are.

thout two years ago.

The agency is planning to open an ofice at Cleveland, with E. B. Sanders is resident manager.

#### Emory Represents Beckwith on Pacific Coast

Thomas L. Emory, who has established his own business at San Francisco as a publishers' representative, will also continue to represent the S. C. Beckwith Special Agency on the Pacific Coast.

#### General Pencil Appoints Carter Agency

The General Pencil Company, Jersey City, N. J., has appointed The Carter Advertising Agency, New York, to direct its advertising account.

#### Death of H. J. Lindsley

Harry James Lindsley, vice-president of the Bound Brook Oil-Less Bearing Company, Bound Brook, N. J., and vice-president and general manager of the levitt Sales Corporation, Detroit, died recently at Detroit.

#### AN EXPERIENCED ADVERTISING MAN WANTS POSITION

He is thoroughly familiar with every phase of advertising and selling—agency account manage-ment, contact and solicitation, publication space selling, etc.

For seven years he operated his own agency, later merging it with another, and the business and most of the accounts are still active and successful.

the and successful.

He is now an executive of a transportation line, but, because of the limitations of his present position, wishes to get back into the advertising business. He is interested in any connection whete there is a future—as an advertising or sales manager, publication representation, or with an established agency.

He is a future and market and the stablished agency.

He is 36 years old, married and has a family. He prefers to live in Chicago, where he and his family are established, but will go anywhere that real oppor-tunity is offered him.

Address "Y," Box 223 Printers' Ink

# Available Seasoned Sales Executive

As a salesman in each of two na-tional organisations, leaders in their respective lines, this man was an outstanding producer.

As a divisional sales executive, he developed both sales and salesmen.

Invited to reorganise a moribund Trade Association, he developed it in two short years into a vigorous, financially successful, effectively functioning organisation.

He is university trained in engineering, and in business administra-tion. He is a capable writer upon business subjects, and equally effec-tive as a public speaker.

Thirty-two years old, six feet tall, and weighing 185 pounds, he enjoys abundant good health. Unmarried, he is free to travel or locate anywhere.

Some organisation confronted with a difficult sales problem will find this man a capable, faithful, efficient producer. Complete details will be sent in answer to your inquiry.

Address "X," Bex 222 Printers' Ink

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#### A Simple System for Filing Cuts

THE HECHT CO.
WASHINGTON, D. C.
Editor of FRINTERS' INE:
The filing of artwork and cuts is always a problem in any advertising office, but is particularly complicated in our instance because newspaper engravings are unblocked and the majority of them have a short life because of style changes and, therefore, it does not warrant an expensive system which would entail filing proofs or card indexing every cut that goes through our hands.

I am appealing to you to find

I am appealing to you to find out if you know of any simple method in use for handling this pesky problem.

JAMES ROTTO, Sales Promotion Manager.

THE filing of cuts is a pesky problem in most advertising offices, as Mr. Rotto says. There are, of course, any number of elaborate systems in use but they are, for the most part, far too complicated to justify their use by anybody except those who are forced to keep an exceptionally large number of cuts, such as the larger advertising agencies. Those companies that keep merely a few hundred or less cuts don't want the bother of card index systems.

A good memory is probably the best filing system for the advertis-ing department which handles only a few cuts, but for those that keep several hundred on hand and want to be able to locate any one particular cut at any time, the plan adopted by National Carbon Company, Inc., may prove to be practicable.

This company keeps on hand about 300 cuts. New ones are being added frequently and old ones are killed. The cuts themselves are all stored in the National Carbon factory in Long Island City where there is ample room, although the advertising department which uses these cuts is in New York. Every once in a while the printers who do work for National Carbon are requested to send all cuts belonging to the company, and which have been used, to Long Island City. Proofs of these are

sent to the main advertising department where those that will probably never be needed again at marked "kill." Those cuts that at not killed are proved again, one proof being retained at Long Island City, the other going to the advertising department.

These proofs are pasted into ordinary letter folders (approximately 111/2 by 91/2 inches) and the tab of the folder is numbered. As many proofs are pasted in each folder as their size will allow, each proof being given a letter. Folder number 1, for example, may have letters A, B, C and D in it. The cuts are put into large filing cabinets which are divided into numbered sections.

The two sets of folders, one at the advertising office and the other in the storeroom, are exactly alike Whenever the advertising department calls for a cut, a brief notation is made on the flap of the This tells to whom the cut folder. was sent and the date.

In order to find a cut it is only necessary to run through these folders, which can be done very quickly, until the pasted-in proof of the desired cut is located. Then an order for 1A or 7C, as the case may be, is sent to the storeroom.

This rather detailed explanation of National Carbon's simple system is really much more involved than the system itself. It is a plan that requires a minimum of attention and one that has served its purpose satisfactorily for this one company for a number of years.-[Ed. PRINTERS' INK.

#### Appoint Van Sant, Dugdale & Corner Agency

The Glenn L. Martin Company, Baltimore, manufacturer of aircraft, and is subsidiary, the Chevrolet Aircraft Corporation, have appointed Van Sant, Dudale & Corner, Inc., advertising agency of that city, to direct their advertising

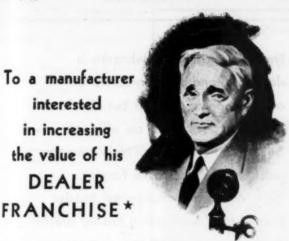
#### A. L. Bogue, Vice-President, Grenell Agency

A. L. Bogue, at one time in charge of advertising of the commercial division of the Kelvinator Corporation and its Canadian and foreign branches, has been appointed executive vice-president of the Grenell Advertising Agency, Detroit.

ar. 20, 1930

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gain, one at Long ing to the To a manufacturer sted into (approxiinterested ered. As in each in increasing ill allow. a letter. nple, may the value of his D in it. rge filing DEALER ded into s, one at



TRADE MARK SERVICE was developed by the Bell System to help solve many dealer problems. This service is not an advertising medium or method, but rather a merchandising aid that directs consumers straight to authorized local dealers, selected by you . . . that brings those dealers larger returns from your advertising . . . that gives you more positive control over your dealer organization and closer and more profitable relations with every man who rightly represents you.

Manufacturers who are using Trade Mark Service find that their dealers recognize the greater value of exclusive or fullline representation - since the authorized dealer now gets the bulk of business resulting from national or sectional advertising.

They find this service a genuine dealer help that makes retail selling easier and transforms dealer organizations into sales forces. They find it an effective means of reducing the danger of substitution—and solving other marketing problems.

THIS CONFIDENTIAL REPORT

Trade Mark Service Manager, American Telephone and Telegraph Company 195 Broadway, New York, N. Y.

Dear Sir: We would be interested in your analysis of certain of our market-ing problems and in a report showing the possible application of Trade Mark Service to their solution. Please telephone for an appointment. This request places us under no obligation whatever.

Company_	 			
Address				

"WHERE TO BUY IT"



An additional service in classified telephone directories-bridging the gap between advertising and selling.

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The rural market in Nebraska is dominant and manufacturers not only recognize this fact but also know that in order to do an efficient advertising job in rural Nebraska they must use The Nebraska Farmer.

80% coverage, undisputed reader loyalty and outstanding reader preference, combined with low cost, insure satisfaction to Nebraska Farmer advertisers. Nebraska is a very wealthy agricultural state. Cover the farm market in it through

# THE NEBRASKA FARMER

Nebraska's Farm and Home Paper Lincoln, Nebraska

Also

Publishers of the Nebraska Merchant and Trade Review Nebraska's Trade Paper

> Nebraska Member Standard Farm Papers

Mar. 20, 1930

r. 20, 1930

# FARM PAPER SUMMARY FOR FEBRUARY

# COMMERCIAL ADVERTISING

(Exclusive of house, livestock, baby chick and classified advertising)

#### MONTHLIES

MONTHL	IES	
	1929	1930
	Lines	Lines
Country Gentleman	66,926	69,855
Successful Farming	32,428	31,637
Capper's Farmer	30,941	\$29,452
Farm Journal	23,647	21,545
New Breeder's . Gazette	29,925	20,445
Country Home	21,446	18,473
Poultry Tribune	20,621	18,441
California Citrograph	16,373	18,248
Florida Grower	16,084	18,193
Better Fruit	12,987	9,578
Amer. Fruit Grower	13,970	9,369
The Bureau Farmer	8,367	8,344
New England Dairyman	8,159	7,965
Farm Mechanics	8,228	6,957
The Florida Farmer	*13,060	6,859
National Live Stock		
Producer	5,102	5,933
American Farming	9,675	5,852
Amer. Produce Grower	5,948	5,707
lowa Farmer & Corn		
Belt Farmer	*4,423	3,810
Farmers' Home Journal	2,092	2,458
Pacific Homestead	2,597	2,041
Totale	352 000	221 162

SEMI-MONTE	KLIES	
	1929	1930
	Lines	Lines
Dakota Farmer	49,669	40,371
Okla. Farmer-St'kman	41,841	38,721
Hoard's Dairyman	36,640	37,199
Missouri Ruralist	39,861	31,317
Southern Agriculturist.	31,382	28,303
Montana Farmer	34,080	28,004
Southern Ruralist	29,942	26,330
Utah Farmer	15,523	23,307
Southern Planter	29,521	22,805
The Illinois Farmer	26,466	21,573
Western Farm Life	21,673	18,945
The Arizona Producer.	6,010	†13,729
Arkansas Farmer	11,459	11,723
Farmer & Breeder	12,086	9,474
Missouri Farmer	8,108	5,852
Southern Cultivator	8,357	4,234

†Larger Page Size.

#### A Standard Farm Paper

# Breeder's Gazette

takes pleasure in announcing the appointment of



### George W. Rankin

as

### Business Manager

effective February 15, 1930.

C. L. BURLINGHAM, Publisher.

### **BREEDER'S GAZETTE**

Purebred Record Building Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS Chicago

WALLACE C. RICHARDSON 250 Park Ave., New York City

# INE CHANCE

for an experienced advertising salesman

A man of real personality, who, by letter and in person, can command the respect of busy, BIG men. The proposition is selling advertising space. It requires study, enthusiasm, merchandising knowledge, imagination . . tireless effort over extended periods. Knowledge of outdoor advertising valuable. Salary measured to caliber.

Describe experience, present position; give age, personal details.

"Q," Box 75, Printers' Ink

#### . . . To a Manufacturer who wishes to build

# Pacific Coast Sales . . .

Through our contacts we and successful sales manager who would like to connect with some Eastern manufacturer desiring West Coast business developed and maintained at satisfactory volume. He has had 10 years' experience in the West with his present connection, during that time showing constant growth in volume of sales. Knowing his capability we recommend him with enthusiasm. If you want to get in touch with him, write or wire

ERWIN, WASEY & COMPANY 1090 LLOYD BUILDING SEATTLE, WASHINGTON

#### WEEKLIES (Four Issues)

(Four Issues)	
1929	1930
Lines	Lines
Wallaces' Farmer &	
Iowa Homestead 53,104 The Farmer-Farm,	73,027
Stock & Home 59,547	57,483
Prairie Farmer 55,383	51,785
Wisconsin Agriculturist	
& Farmer 42,414	51,408
Nebraska Farmer 62,453	51,042
Ohio Farmer 54,369	45,645
Rural New Yorker 54,129	45,511
Pennsylvania Farmer . 55,000	44,013
Progressive Farmer &	
Farm Woman 50,961	43,414
Farm & Ranch 53,845	40,446
Pacific Rural Press 41,219	40,138
Michigan Farmer 49,087	39,602
The Farmer's Guide 44,280	39,126
Kansas Farmer, Mail &	
Breeze 51,014	38,217
New Eng. Homestead 44,785	36,218
California Cultivator 34,448	33,763
American Agriculturist 35,894	31,547
Washington Farmer 31,368	31,015
Oregon Farmer 29,878	29,040
Idaho Farmer 29,856	27,182
Dairymen's League	
News 10,556	9,203
Totals943,590	858,825

#### FARM NEWSPAPERS

(Loni Team	on)	
	1929	1930
	Lines	Lines
Kansas City Weekly		
Star	36,274	38,527
Dallas Semi-Weekly		
Farm News	17,647	12,975
Memphis Weekly Com-		
mercial Appeal	15,156	7,594
Atlanta Tri-Weekly		
Constitution	8,862	3,744
Atlanta Tri-Weekly		
Journal	8,179	3,453
_		
Cotals	86,118	66,293
Grand Totals 1 7	85 325 1	608 167

(Figures compiled by Advertising Record Company)

W. P. Kirk Advanced by Pratt & Whitney Aircraft

William P. Kirk, formerly general manager of sales of the Pratt & Whitney Aircraft Company, Hartford, Conn., has been elected vice-president in charge of sales and has been made a member of the board of directors. 1930 Lines 73,027 57,483 51,785 51,408 51,042 45,645 45,511 44,013

43,414 40,446 40,138

39,602

38,217

36,218 33,763 31,547

31,015

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858,825

1930

Lines

38,527

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3,744

3,453

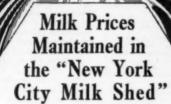
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A GREAT wave of expansion, followed by rapidly dropping prices of dairy products. Such is the recenhistory of dairying, considered nationally.

During this crisis, Dairymen's League members have been protected. Western milk, however cheap, cannot enter the New York City Market, because of rigid health regulations. The Dairymen's League price for Class 1 milk has been maintained without any reduction whatever. This means sustained buying power for Dairymen's League families.

The advertising columns of the Dairymen's League News offer a direct route to 56,000 dairy farm homes in the prosperous "New York City Milk Shed."

Write for Sample Copy and Rate Card-today

THIS
MAP
SHOWS
"THE
NEW YORK
CITY
MILK SHED"

# DAIR MEN'S

II West 42nd Street. New York. WA. Schreyer, Bus. Mgr. Phone Pennsylvania 4760

> 10 S.LaSalle Street, Chicago. John D. Ross, Phone State

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# PRINTERS' INK

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500, President, and Secretary, J. I. ROMER. Vice-President, R. W. LAWERNCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 W. GBO. M. KOHN, Manager. 87 Walton Street,

915 Olive Street. St. Louis Office: 915 C. A. D. McKinney, Manager.

Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland. Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 73 cents a line, minimum order \$3.73.

JOHN INVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROY DICKINSON, Associate Editor BERNARD A. GRIMES, News Editor

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tee C. P. Russell
Andrew M. Howe
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Valsh Don Masson C. B. Larrabee
E. B. Weiss
Arthur H. Little
Thomas F. Walsh
H. W. Marks Rexford Daniels Allen Dov

A. H. Deute, Special Contributor Chicago: G. A. Nichols Frederic Read Philip H. Erbes, Jr. London: Thomas Russell

NEW YORK, MARCH 20, 1930

Put Stockholders to Work

of

begins to assume the colossal industrial giant, its small stockholders are more than likely to dwarf in their own minds their importance as a medium or means increasing that company's profits.

When a company

The small stockholder is interested primarily in the value of his stock and its dividend. Profits, in his mind, are so far removed from the sale of a product, that he sometimes passes by the opportunities of recommendation which might eventually lead to the actual sale.

So long as the small stockholder, who, because his number is legion, remains the backbone of business, his proper education will be worthy of the close attention of any company.

General Motors, for a decade past, has been ever alert in cubivating its stockholders. Today the corporation has 240,000 of them. Two hundred and forty thousand people bending their efforts toward the consumption of the products of one company is an admirable objective. The problem of getting them to do so is another story altogether.

Alfred P. Sloan, Jr., president of General Motors, has devoted his entire message to stockholders, for the first quarter of 1930, to the influence of stockholders on the sale of General Motors products. The following extract is representative of the tone and tact which char-

acterize the report:

"I hope, therefore, that you will think of General Motors, not in terms of its big factories, its extensive operations in overseas markets, or its strong financial posi-tion, but from the standpoint that it exists right in your own community; that you, as a partner, derive a distinct and tangible benefit from its success in your very neighborhood; that whenever a General Motors dealer sells an additional car, this has contributed directly to the earnings in which you, as a stockholder, are entitled to share.

"Let us suppose, for example, that each stockholder in the course of a year recommended some General Motors product to 100 friends Assume that out of these 100 indi-viduals one of them bought some and en General Motors product as a re-sult of that recommendation. This would increase sales over 10 per if it we cent. Its effect on General Motors system earnings would be very substantial—not to mention the cumulative effect on good-will in years to come. Of course, in the final analysis selling is the function of the sales organization but a casual word from you will, in many instances, accomplish more than and to cent. Its effect on General Motors stances, accomplish more than not nec hours of intense solicitation on the maladies part of dealers and their sales-men." It is

Among the batch of amusing Among the batch of amusing spread a oddities compiled by Robert L at fault Ripley, one may find a story which Louisvil reads something like this:

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hain s nortality a decade night, and one person told two of in cubilis friends within the next twelve minutes, and these two each told two more people within the allotted thousand the minutes, and so on, then the toward of the murder before dawn!

While this does not testify to feeting the value of word-of-mouth advertier story ising, yet it does afford a significant picture of the almost incredi-

ial posi-

president ising, yet it does aftord a significant picture of the almost incredipresident like expansion of a geometrical progression.

Iders, for Of course, no company's gooder to the self and the speed of a mathematical progression.

The sion, yet it is well to remember that the little man is almost always the cause of the big corporation's birness, and he will always he. bigness, and he will always be. you will This is so because there are so so, not in many of him.

eas mar-A statement is-Fighting . sued from the Chains Is oint that general office of Not Selling the National Aswn com-

Chains Is general office of the National Association of Rebie benefour very ble benefour very more very all and anti-chain store propaganda is bentification which in which it entitled "The organized retail grocery made has not sought to attain successful competition on the part of the individual as against the chain more General Motors of the individual as against the chain store or 10 per I fit were true that the chain-store of the final numbative years to the final numbativ

unattached retailers are likewise at fault somewhere and, in putting their own house in order, have

plenty to look after.

While both sides are battling over the chain idea each may lose sight of the fact that the consumer will eventually be the referee and deciding factor. The winner will be that one which best attracts the housewife's dollar and holds her trade. It is possible that she is still a neutral and is somewhat puzzled by what is going on.

Meantime, what is there being done to show her how to spend her dollar to the best advantage? she gains in the matter of price, does she lose elsewhere? If she wishes service as well as good prices, does she understand that this costs something? While the men are out making faces at each other, is the woman of the house waiting for someone to convince her one way or another?

We cannot avoid the conviction that sooner or later this contest must be fought out on the advertising field. The chain-store question is becoming a national one. The national forum is the printed page that all can see and ponder. But before that platform is mounted, it would be well for each antagonist to see that his particular house is thoroughly in order.

We realize what Being a change has Specific in taken place in Railway the business of Advertising selling railway transportation when we read these remarks recently made before the Incorporated Society of British Advertisers by C. G. Dandridge, advertising manager of the London and North Eastern Railway:

The timetable in the early days of railways was probably the solitary advertising medium, and no great effort was made to bring the railway schedule to the notice of

the man in the street.

"Today something like 50 per cent of the L. N. E. R. passenger business consists of speculative travel at reduced fares, each item of which must be individually an-nounced and well advertised if it is to be sufficiently patronized to

prove a business proposition."
Here, in a few lines, is a neat history of a whole industry, which outlines what has occurred in other industries as well, in America as well as Britain.

No industry, however powerful, can any longer sit back and wait for business to come to it, for industry competes with industry as well as trade with trade, and established industries find themselves being constantly threatened by new

and rising ones.

Nor will institutional advertising always suffice. It must be reinforced by the advertising of specific items, if the interest of the public is to be held. Today we find the railways, motor buses and airplanes all competing for passengers, and it is our suggestion that each will succeed best by advertising specific items of interest rather than offering generalities.

It is Mr. Dandridge's testimony that half of his line's passenger business is due to what he calls "speculative travel" which has to be worked for and advertised for. It is a way of saying that unless this travel was induced by specific attention to individual items, half the company's revenue from passenger traffic would be lost.

Our own railways might well study this assertion. They have made noteworthy advances in advertising particular items as well as general ones, but if half their passenger revenue comes from creating and advertising specific trips or services, something doubtless still remains to be done in the proper apportioning of space and emphasis.

The Doctrine In various trade of Attainable Volume

Volume
the phrase "attainable volume" is being used frequently. This doctrine, which might also be called "low-pressure selling," is based upon the assumption that during the last few years manufacturers keyed themselves up to an ever-increasing scale of production. This, with the addition of high-pressure selling, resulted in a type of expansion which did not pay its own way.

A recent statement concerning this doctrine made by E. A. God ley, chairman of one of the group of the National Retail Dry Good Association, while it applies to not tailing has just as much interest for manufacturers. Said he "While recklessness of expansion is worse than no growth, he growth is a requisite of all being rowth is a requisite of all being rowth in takes into full consideration he sound growth a well-managed in stitution can obtain.

"Normal population growth as the education of consumers to be ther appointed homes and better as in style and merchandise afford well-defined balance for sales in creases. The headlong pursuit ovolume regardless of the price of that volume is on the wane. The is every indication that that particular lesson has been well learned The revised policy is definitely a on normal sales, reasonable (no forced) sales gains, and fortific

profits.

The same principle applies er actly to the manufacturer. He out this year to produce the kin of merchandise that is wanted an which, therefore, is profitable. contrast to the unceasing pressu of a few years ago for volun gain, the modern manufacturer spending more time on market n search and searching out profitable markets. For him, the doctrine attainable volume means a close watch on consumers' buying habit unceasing vigilance to ascerta trends in styling and also in thos movements in mass psycholog which have a definite effect up sales. The industrial leaders every field today have pushed ba of them the idea of securing vo ume at any cost.

From now on, expansion is ging to have to pay its own wa More careful research, a new typ of selling, salesmen who are st dents and teachers rather that mere high-pressure men, copenite which emphasizes consumer use it stead of making unsupported claim about the product, all are signs the times—times of more samin production, more sense in ditribution and selling.

A. God the group Dry Good olies to n ch intere Said he expansi owth, y f all bus ole volum ration th

concern

anaged in rowth an ers to be better tas e afford r sales i pursuit e price ne. The that par ell learne finitely s nable (no d fortifie

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# Newell-Emmett Company

Advertising . Merchandising Counsel 40 EAST 34TH STREET NEW YORK

> FOUNDED in the belief that reputation would follow a concentration of effort in serving with extra thoroughness the individual requirements of a limited number of advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

#### New York Bureau Issues Report for 1929

In safeguarding public confidence in advertising and in correcting unfair business practices, 2,097 separate investigations were undertaken by the Merchandise Section of the Better Business Bureau of New York City, Inc., during the year 1929. These were instituted on consumer complaint, competitor complaint and on the initiative of the Bureau itself. Of this total there were 685 instances of correction of wislending. reau itself. Of this total there were 685 instances of correction of misleading statements in advertising or of other unfair practices in the sale of merchandise or services. There were 631 instances of information given to firms to prevent unfair practices and also other services which lifted unjustified

to prevent the control of the contro

#### Greensburg Club Changes Name

The name of the Greensburg, Pa., Advertising Club has been changed to the Westmoreland Advertising Club. This change has been made to broaden the scope of the club's activities to advertising and business men throughout all of Westmoreland County. The club is planning a campaign for new members in the near future.

The Westmoreland club will also offer through an essay elimination contest for.

The Westmoreland club will also offer through an essay elimination contest for senior high school honor students, an opportunity for a young man or woman from this year's graduating class in one of Westmoreland's county high schools to study advertising in actual operation and from every angle.

The student writing the best essay on the subject "What Advertising Is Doing for the American Public" will spend several weeks next summer under the tutelage of club members in a department store, chain store, newspaper plant,

ment store, chain store, newspaper plant, manufacturing advertising department and advertising agency. \*

#### Better Business Bureau Planned for Madison, Wis.

Organization of a Better Business Bureau at Madison, Wis., is being planned by the Madison Advertising Club. At a recent meeting, Flint Grin-nell, manager of the Chicago Better Business Bureau, sooke to the club on "Truthful Advertising; Better Business" and outlined a precess for organizing and outlined a proposal for organizing a local Bureau.

#### Describes Set-up of Qualitative Surveys of Publications

The methods being followed by the American Association of Advertising Agencies in its conduct of publication Agencies in its conduct of publication reader surveys were described by F. I. reader surveys were described by F. E. Gamble, executive secretary, at a recen meeting of the Chicago Adverting Council. There is still much to be accomplished in such qualitative analyse, it was stated, work which, until recent, has been pretty much left to private initiative and to partisan sources.

In order that qualitative appraisals of publications may be made most productive, Mr. Gamble said it was essential that they be conducted by the buyer and not the seller of space. He reviewed the first project of his association's research department, an analysis of the occupations and incomes of the subscribers and buyers of magazines. This is still in use pending publication of a revisel study now nearing completion. Work In order that qualitative appraisals of use pending publication of a revised study now nearing completion. Work with newspapers was begun with a reader survey in New York during 1977 and 1928. Since the similar survey have been conducted in Detroit, Wash-ington and Rection of the control of the cont have been conducted in Detroit, Washington and Boston and negotiations are now being made with newspapers in other cities of which Chicago is one.

The method of the survey was enjained as follows: The city and suburban area, to be surveyed is divided

into subdivisions with known population figures. The total number of interviews be made-a minimum number suffcient to give statistical accuracy, but not a fixed percentage—is distributed among these subdivisions in accordance with

population.
Results of the first 500 interviews are tabulated and charted, then the next 500.
Variations are noted.
Variations described until tabulated and charted, then the next 500. Variations are noted. Successive group of 500 are tabulated and charted until the chart-lines, which may start with sig-zagging and irregularity, straighten out and extend nearly horizontally. When this takes place it is felt that the result arrived at is statistically accurate and that additional interviews would merely extend the lines still further with the appreciable gain in accuracy. no appreciable gain in accuracy.

#### Philadelphia Better Business Bureau Elects

At a recent meeting of the board of directors of the Better Business Buress of Philadelphia, Inc., Harry C. Thayer, West & Company, was re-elected president for the third term. Other officer elected were Irving L. Wilson, Jacob Reed's Sons, vice-president; Walter & Hardt, Integrity Trust Company, tressurer, and Philip Kind, S. Kind & Sons, accretary.

#### Appointed by Seattle Club

Miss Lucille Butler has been appoin executive secretary of the Seattle Advertising Club,

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#### alitative tions

ed by the at a recent Advertising to be ac analyses il recently to private rces praisals of

8 essentia buyer and viewed the 's research he occupa-cribers and is still in 8 revised Work a with a ot. Wash-ations are papers is

and subis divided population interviews aber suffed among

next 500. ve groups tart with straighten rizontally. that the accurate would

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board of S Bureau Thayer, Thayer n, Jacob

Club appointed ttle Ad-

GAIN

Again in March, Printers' Ink Monthly shows an increase in display advertising over the corresponding number of a year ago (gain 14.6%)

• • the seventh consecutive issue that shows a gain over the same issue last year.

# rinters' Ink Monthly

185 Madison Avenue, New York

Advertising rates: Full page \$225. Two-thirds page \$170. One-third page \$90.

# The Little Schoolmaster Classroom

"MR. SHEETS, I don't know where to address this order to the San Francisco representative of the Metropolis News. Can you tell me where he is?"

looked up a News letterhead?" "Well, Miss Smith, have

"I did, but no address is given." And so, writes J. William Sheets, Seattle advertising agent and member of the Class, there begins a guessing game as to how to address the representative. "Unless we have a representative's card," he tells the Schoolmaster, "we invariably have to guess."

It would be a splendid thing, he suggests, if publishers would include the addresses of all their territorial offices in their promotion matter. It would save time and eliminate misdirected mail. Other members of the Class, Mr. Sheets feels, might approve of the suggestion and he submits it for consideration.

Schoolmaster has often wondered what percentage of prospects actually buy. If there are sixteen logical prospects for automatic lighters in an office, do eight of them or three of them eventually purchase the thing that the manufacturer thinks is made to fit their need and their pocketbook?

According to the Copper & Brass Research Association, speaking of washing machines, a recent investi-gation ascertained "that approximately 25 per cent of all prospects buy machines." At the present time, approximately 6,700,000 people have decided that electric washing machines are a necessary part of their daily life. Therefore the washing machine people have some 12,000,000 homes, wired but not now equipped with machines, to goafter with their sales and advertising efforts. On the basis of 25 per cent of all prospects buying, it seems logical to the Copper & Brass Association to assume that 3,000,000 wired homes not now equipped with machines should ultimately purchase electric washers In addition to that, each year th number of homes in the Unite

States increases by at least 300,000 What has all this to do will copper, a member of the Class asks. It means, according to estimates of the copper and brass people, who are gathered together a create new markets, that there is a potential market for no less than 19,000,000 pounds of copper per year in washing machines alone The whole announcement prove to the Schoolmaster how closely tied up all businesses are in thi age of research and battling for broader markets.

Occasionally, through even the most "professional" advertisin copy, the reader can glimpse the personality of the advertiser. 00 casionally-to switch the figurethrough the glossiest lacquer of technique, can be seen the hones

The Schoolmaster has been read ing an advertising folder that comes from J. V. Shipp, produce of tobacco seeds, Midway, Ky. I seems that in the production of his advertising, Mr. Shipp has had th co-operation-or has fluenced by the example-of pro And the fessional advertisers. result is interesting.

His product is of a strain recom mended by the Kentucky Experi ment Station; and it is endowe with certain tobacco-seed advan tages. Mr. Shipp has an adver tising story to tell; and in his folder he tells it. He starts ou

as follows:

I am a tobacco grower, as was my father before me. I was raised in the heart of the Burley tobac district. I know the business theroughly and have scientifically studied it in all its details.

There, the Class will agree speaks copy that inspires confident And the and arouses interest. the text turns scientific. It dis cusses the fungus disease that

# ter CAPITALIZE

that "Impulse to Buy"



Flashing Exposed lamp border combined with brilliant red Neon tube letters for spectacular effect. THE selling impetus developed by your magazine and newspaper advertising can be harnessed directly for making sales.

This "harness" is supplied by Flexlume day-and-night electrics, displaying your advertised products or service in front of dealer or other local

Retailers like the permanence of such cooperation. Manufacturers like the economy. of it. Write for details of our dealer-advertiser electric sign resale, rental or loan plan. FLEXLUME CORPORATION, 3114 Military Road, Buffalo, N. Y.



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#### In Your Organization Is There a Demand for This Man?

For the past three years we have been in intimate contact with an Advertising and Sales Manager whom we can conscientiously recommend for the toughest sort of job with confidence that he will succeed.

He has the knack and practical ability to successfully think out problems far ahead of the immediate future. He can handle men—can plan—can sell. He takes more personal interest in his work and the company he is associated with than any man in a similar position that we know of.

After increasing sales in present connection more than 300% against aggressive competition and with many internal problems to overcome, he is now ready to consider another connection. His reason is purely personal. He desires cogenial surroundings, hard problems, plenty of work and sufficient latitude in authority and confidence to do a successful job. He is 32, unmarried, sincere, conscientious and a tircless worker. Can sever present connections in fairness to employers within sixty days. We will be privileged to receive inquiries from any part of the United States concerning this man.

E. G. STELLINGS COMPANY ADVERTISING AGENCY WILMINGTON, N. C.

# Canadian Mail Order Outlet

CLIENT of a Canadian Agency contemplates reestablishing mail-order business and in vites correspondence from American manufacturers who are in a position to supply likely merchandise.

Anything that can be sold profitably by mail will be considered. Preferably something with exclusive features, such as style, use, price, etc. A commodity light in weight, so that postage charges throughout the Dominion can be absorbed, or an item of everyday use in the rural field would prove most interesting.

Briefly outline your sugges-

CANADIAN AGENCY Box 220, Printers' Ink causes root-rot. Here it is the your Schoolmaster seems to den "professional" copy craftsman

professional" copy craftsmansii For example: "Once this disea is introduced into the land, it i mains in the soil many years a attacks the following crops of t bacco. Hence it is this which h led us to the unsound belief th tobacco is hard on the land." The Kentucky Experiment S tion long since recognized this fa and many experiments were ma year by year in an attempt to d cover a strain of tobacco th would resist this fungus." "We (the "We (the wanted a type of Burley th would produce a high-grade le of good color, quality and weigh

on either old land or virgin soil
And now L. V. Shipp, himsel
takes the copy writing situation i
hand; and the Class will observ

the contrast:

It looked to me like it was rel horse sense to plant that kind of seed and get the greatest benefit out of our land and labor. Why, I thought, plant uncertain tobacco seed any more than trying to raise scrub cattle? It looked to me just about the same thing We

Why, I thought, plant uncertain tobacco seed any more than trying to raise scrub cattle? It looked to me just about the same thing. Well. I profited by those experiments at the Station and I am now growing that kind of tobacco seed. I call it Shipp's Root-Rot Resistant Stad-Up White Burley Tobacco Seed. . . .

Your Schoolmaster suspects the a part of Mr. Shipp's advertish copy came out of a book; and, a though that part undoubtedly scientifically sound, it is far lepersuasive than is the part is which L. V. Shipp speaks up to himself and tells the world hothe seed situation sizes up to him Although all advertising may net the professional touch, much of needs, more vitally, the huma touch—the leaven, as we see is virtues demonstrated here, of the Shipp brand of simplicity and horse sense.

Each year, General Motors of ceives inventions totaling som where near 6,000. This never ceasing flood of inventions handled by the New Devices Committee. The committee is composed of three vice-presidents of the corporation, a representative

# A new high mark net-paid circulation

THE net-paid circulation of Printers' Ink is now 23,613, a new high water-mark in the history of the paper

This steadily growing selective circulation is the result of editorial merit. Special offers, premiums, and other forced methods are never used . . . .

PRINTERS' INK
23,613 net-paid circulation

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#### PUBLICIT

INDIVIDUAL, BUSINESS ORGANIZATIONS Phone WiSconsin 9144

### IOHN A. MORAN

and Associates 140 WEST 42nd ST. NEW YORK

#### HOTEL ACCOMMODATIONS **Best City Hotels**

Summer and Winter Resorts

OD B TRADE EXCHANGE BASIS

Write us WE REPRESENT ONLY HOTELS OF THE FIRST RANK

J. R. KUPSICK, Hotel Department O. W. McKENNEE Corporation Advertising Chanin Building, New York

Telephone Lexington 1100



Binders for both publications are sold at cost. Weekly binders, \$1.25 apiece— Menthly binders, \$2.00.

the patent department, engineer from the research laboratories an the manufacturing divisions, an an adequate engineering and dei cal staff.

These facts and others of east interest were brought out in a ta recently delivered before the S ciety of Automotive Engineers, 1 W. J. Davidson, executive secretary of General Motors' general technical committee. He pointe out that by establishing a co tral clearing-house for invention meritorious ideas or devices an quickly and surely steered directly to the person most concerned, in stead of drifting here and the throughout the immense Genera Motors organization. Also, th committee acts as a quick method of eliminating the poor suggestion from the good ones. Continuing he said:

A file is set up for each inven tion submitted and two types of file cards are made out, one for the name of the person or person submitting the device, and one t Afte classify the device itself. the inventor's letter has been promptly acknowledged, the inven tion is referred to engineers who have expressed interest and have made a careful study along similar lines, and their comments on th construction are requested. minutes of meetings of the New Devices Committee are carefully compiled and filed, since they con tain the authority by which the secretary of the committee guided in replying to the inventor

"All inventors are promptly notified of the action of the committee, and if the invention is of m interest, they are so advised, but no reasons are ever given for such determination, as from experience we have found that to do so is very apt to cause a more of less acrimonious discussion which serves no good purposes.

"Should the invention be one in yes cl rith co which the corporation might b interested—and it might be said And. here that the proportion of such chool inventions is very small indeed the inventor is contacted, and solitonic there is the contacted the inventor is contacted. before anything further is done at agreement is entered into with the the so it in a tal

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nd one to If. After has been the invenneers who and have ong similar on the ted. The

enginer wentor clearly setting forth the rms upon which the corporation ill undertake its investigation of a invention and the compensation will pay the inventor in the event of its making use thereof."

Among the friends of your ghly democratic Schoolmaster is iny democratic Schoolmaster is circulation manager. And this reulation manager brings the choolmaster a problem, which is Schoolmaster, in turn, lays be-me the Class. The circulation manager has ist received a letter. It comes

ne pointe ne Schoolmaster, in turn, lays beinventions the Class.
The circulation manager has st received a letter. It comes 
cerned, in 
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stries—aviation. And, in part, it 
ads: eads: Also, the

The writer has, naturally, a high regard for your magazine and used it to advantage during 1929, when aircraft executives generally were easing about for activities in which they might employ new capital, and were elaborating their departmental jobs. Present conditions, now, however, have brought the commercial. ever, have brought the commercial station companies to policies of retrenchment; accordingly, I am not reaswing this company's subscription for the simple reason that we have no time, or the volume of 
business sufficient to permit the study of collateral publications. Our 
sart in an industry which hasn't 
cough outlet for its production, 
or enough outlet for its production, 
or enough outlet for its production, 
or enough demand for sales expassion. ever, have brought the commercial pansion.

the New And what, fellow seekers after carefully with, shall we do about this? they cone what can we suggest for a man which the he has no time for reading, and mittee is the sengaged in an industry that the inventor lasn't enough to do to keep notly not as we'?

in inventor lassi't enough to do to keep nptly notion of the property of the p

#### EXCEPTIONAL

### Copy and Plan

MAN

Exceptional circumstances make available an exceptional man whose ability and rich experience would be of considerable value to a general or service agency. A forceful, interesting writer combining logic with imagination, be has produced a large volume of successful copy and plans for a wide variety of accounts, including financial. His 12 years' experience includes direct mail and radio, as well as publication, advertising. College man, 35, married. Salary around \$7,500. For further particulars, address Exceptional circumstances make avail-

#### Charles Austin Bates

67 W. 44th St. New York City

#### BEFORE PLACING REPRINT ORDERS-

find out what it would cost to have the job done by the Photoffset process, if quantity is less than 10,000. Send one copy of piece to be reprinted—nothing else required. Reprint can be smaller or larger than original. Also economical for new work—catalogs, booklets, folders, sales manuals, etc. Any quantity from 100 up—any size up to 11 x 17. One or two colors. Write or telephone

JOSHUA MEIER 11 W. 42nd Street New York

# SALESMEN

#### METAL SIGNS and DISPLAY DEVICES

We have a few territories open for high grade experienced salesmen who know how to sell-dithography on metal—Our art and merchandis-ing departments assist you with real ideas—our manufacturing fa-cilities are generally recognized as second to none.

Write giving full details. Interview will be arranged.

L. F. GRAMMES & SONS, Inc. Allentown, Pa.

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# COPY, IDEAS, CONTACT

(with Billing)

HIGHLY skilled agency copy chief, known as brilliant creative man, trained to contact with big business, seeks new connection. Can sweeten pot with active accounts.

Address "W," Box 221 Printers' Ink

### RADIO DEPARTMENT MANAGER

of many successful procreator grams for large accounts; unusu-ally conversant with all details of ally conversant with all details or arranging and producing; with the knack of putting sales and merchanisms values into programs... now available to progressive agency interested in developing radio business.

Address "Z," Box 212 Printers' Ink

#### Are You Getting Anywhere with Your Own Small Agency?

Are your prefits all eaten up by overhead? Do financial worries kill your business-getting enthusiasm? Or perhaps you arevit astinfed with your present connection. We have an interesting proposition to offer you to handle your present business more efficiently and profitably . . and get new business more easily by having a complete art and copy service at your call. Replies held in strict confidence. Address "R." Box 73, Printers' Ink.

#### A Good Editor Is Looking for a Good Job

He knows every phase of business-paper procedure and development. He can write and sell advertising, but prefers the editorial or research side. Hence seeks connection with high-class business paper or advertising agency which can use a man of unusual ability and experience. Address "C," Box 215, Printers' Ink.

his paper's virtues. "It will he he said, "to be a ben farmer." But the farmer a swered: "Nope, young man, I be ter not subscribe. Because, you see, I ain't farmin' as well as know how now."

#### Duty to One's Business Summe Up by Herbert Spencer

w York copy ency,

Up by Herbert Spencer

McConnell & Ferguson Limits
London, Ont., Mar., 11, 1930.

Editor of Printers' Ink:

Printers' Ink has so often been a
assistance to me that I am glad to a
bile, perhaps, to return the complime
G. A. Nichols of Chicago wired yo
as reproduced on page \$2 of your imo
of March 6 and it may be some he
to him if I give the quotation to whit
I think he refers as follows:

"The citizen who devotes his energia
wholly in private affairs, refusing a
take part in public affairs, pluming his
self on his wisdom in minding his or
business, is blind to the fact that he
own business is made possible by for
prosperity of all."—Herbert Spence.
It is so often the case that famo
men receive posthumous credit fa
heading on your article hinted.

I trust this will be helpful in th
case.

T. H. You,

#### Arco Company Forms California Subsidiary

The Arco Company, Cleveland, paint lacquera, varnishes and enamels, is formed a subsidiary at Los Angeles be known as the Arco Company, Li of California. The new plant will sen the Western, Latin-American and Orist tal trade.

Howard Wise will have general di tion of the new company. Howard Raeney will be general sales mang and E. B. Hagar, who has been mager of the San Francisco branch, the district manager with headquarters and Lord Angelets. at Los Angeles.

#### Appoints Jerome B. Gray Agency

R. D. Wood & Company, Philadelphi manufacturers of Mathews fire bydras and Sand Spun pipe, valves, fittings as accessories, have appointed the Jeros B. Gray Advertising Agency, Philadelphia, to direct their advertising. But ness papers and direct mail will be use

#### Appoint William Henry Bak

The Thelma Company, lounging and undergarments, and the Louis Company, undergarments, both of Cland, have appointed William He Baker, advertising, of that city, the cet their advertising accounts.

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LIMITED 11, 1930.

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United Business Publishers Income

gross income of the United Business hisbers, Inc., New York, for the grended December 31, 1929, amounted \$9,249,745. This income was derived \$9,249,745. This income was derived a sales of advertising, subscriptions, in sales of advertising, subscriptions, is, services and printing and excludes inter-company sales. Net profits for year amounted to \$903,928.

#### iss J. N. Grice with United Agency

lliss Jess Nancy Grice, formerly with Bamberger & Company, Newark de-timent store, and, more recently, with Lawrence Fertig Company, Inc., w York advertising agency, has joined copy staff of the United Advertising ency, New York.

#### ne Irwin to Direct Empire Carpet Advertising

Jane Irwin, for the last four years h the advertising division of the edu-inal department of Charles Scribner's w York, publishers, has been advertising manager of the s. New minted advertising manager of the

#### Appoints Seattle Agency

The Pacific Coast Coal Company, , advertising agency of that city, to campaign.

Sales Analysis

- + Directed Advertising
- + Directed Selling
- = Greatest Possible Sales

Manufacturing or selling organization believing in this businessbuilding formula can have it put to profitable use by experienced young

#### Man Available

"J," Box 70, Care Printers' Ink

#### ADVERTISING MAN

of broad experience with New York City agencies. Top notch on copy, layouts and handling complete campaigns.

Address "O," Box 74, Printers' Ink

## REPRESENTATION WANTED

By large producer of quantity photos, advertising slides, photographic, animated and flashing displays, other sales etimulators, now serving 2,000 national advertisers. Established sales organizations offered exceptional fa-cilities for profitable connection.

NATIONAL 226 West 56th Street, New York



DISTRIBUTING ADVERTISING MATTER AND SAMPLES IN N. Y. By the New DOOR KNOB ENVELOPE Method .

Free Test Distribution!

TILLMAN DISTRIBUTING CO.—Tel. Triangle 5119

knows

S Limited, Adv w York Office 2152 Grambar II ić. Thomas L. Briggs, N

Multigraph Ribbons Re-inked

Our process costs only \$6.00 a dozen. Try it. A

trial order will convince you that it is the best

Re-Inking you can buy.

Bept. B. 67 West Breadway, New York City

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# Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75 First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

OPPORTUNITY FOR FREE-LANCE ADVERTISING MAN, DESK SPACE TO RENT WITH DIRECT-MAIL SERVICE—Service optional. Good location. Box 718, Printers' Ink.

tion. Box 718, Frinces and the professional Magazine, established in 1887, can be bought for reasonable price because owner's other interests have necessitated his moving to distant city. Not making money now. Is good foundation for prosperous business. Has had no business management for past two years. Price \$20,000, one-half cash. Box 713, P. I. Publishers Leading Textile Directory desire advertising salesman on commission basis to cover Southern States. Applicant must have advertising experience and connection, and be presently engaged in similar but non-competitive line, in southern territory. Bond necessary. Reply giving particulars to Box 719, P. I.

#### Wanted Press Work

Bargain circulars 17½ x 22½, news print broadsides 22½ x 35, high speed Duplex rotary press work, one or two colors and black. Capacity of several million a week. Write for prices. Foster & McDonnell, 728 West 65th Street, Chicago, Illinois.

Foster & McDonnell, 728 West 65th Street, Chicago, Illinois.

EXECUTIVE-SALESMAN WANTED A SUCCESSFUL A DVERTISING PARTNERSHIP is incorporating due to prolonged illness and retirement of one partner and requires the services of an executive-salesman with an investment of \$10,000, to sell its syndicate advertising materials in the Eastern States. The business will stand the closest scrutiny of bankers and lawyers. The man who meets our requirements will be, first of all, a gentleman and a real salesman; he will be young in ideas, but mature in judgment and experience; he will have none of the high-pressure methods, but will be forceful through his quick and clear analysis of clients' sales problems and his SENSIBLE discussion of them; he will be a man to appreciate the type of materials placed in his hands and the reputation of his house in the field; his carnings will be commensurate with his activity, since his ability, as stated above, must be assured. Such a man will find in this small, compact organization, the personal freedom and contentment he deserves. Consideration given only to men answering these requirements. Protestant preferred. Box 714, Printers' Ink.

EMPLOYMENT SERVICES

# **Muncy Placement Service**

Elizabeth Muncy recently in charge of the Employment Bureau of the American Association of Advertising Agencies announces the opening of her placement aervice at 280 Madison Avenue, New York; Caledonia 2611.

#### A. K. OSTRANDER

# PLACEMENT SPECIALISTS

505 Fifth Ave., New York City Murray Hill 3569

THE MODERN WAY TO ACQUAINT THE RIGHT MAN WITH THE RIGHT JOB

#### HELP WANTED

Young Man or Woman able to make la outs, write copy and attend to cleic work in production department of upta agency. Write, giving full details of o perience, salary required, etc. New Yor City appointments will be arranged. Ba 706, Printers' Ink.

Printing Salesman—if you'd like to be help your customers and at same in add \$50 to \$100 a month extra most to your income, write to the fastest grang service idea in this country, IB NATIONAL LETTER GUILD, 2 Madison Ave., New York, mentions "Printing Salesman" ad.

PAPER MILL SALESMAN
An old-established Paper Mill has an ope
ing for a salesman qualified to call o
consumers of fine printing and deas
strate their papers. A man schooled
direct advertising and printing will ha
equal chance with a paper house or pap
mill salesman. Man may live in or ss
New York. Salary and traveling e
penses. Box 727, Printers' Ink.

For Years have written front page of torials. Am organizing to publish a sazine to be known by name "Politic Science." Want associated with me "Getters," advertising solicitors, writer fiction, political writers, etc. This mazine has a brilliant future and will be support throughout the nation. Tell sall about yourself in your first left will be treated strictly confidential. B. J. Goldberger, Editor Digger, 1038 Les wood Ave., Bronz.

# CREATIVE TECHNIC

Electrical manufacturer want experienced advertising may for planning and execution of direct mail and trade paper in dustrial advertising. Engineering graduate preferred. Givage, experience and salary expected. Replies confidential Box 724, Printers' Ink.

OUTHERN AGENCY wants competent tist to head art department. Salary will a real man and a producer can go as r as he wants to. Send samples and for full details. Box 721, P. I.

#### RTIST-VISUALIZER

printing corporation of national putation and service has an openg in its New York office for experienced direct-mail artistcaptive and carried in the copy and plan campaigns. State p. religious affiliation, experience, past raings and business references. Box 17, Printers' Ink.

#### MISCELLANEOUS

#### TRANSLATIONS

Letters, booklets, advertising matter.) aglish-German, German-English by an pert American-German correspondent in years of experience. Box 715, P. I.

#### POSITIONS WANTED

RTIST—I am experienced in lettering al layout, capable of doing finished ad layout, capable of doing minimum and layout, but would like to get established assistant to good visualizer or proction man. Box 709, Printers' Ink.

COST ACCOUNTANT

ires position with Lithographing or inting Establishment. Experience in imating production and office manage-mt. Box 725, Printers' Ink.

#### EXPERIENCED LAYOUT MAN

AAA agency experience making layouts of finished roughs. Know typography, is the work and give undivided interest it. Box 723, Printers' Ink.

PRODUCTION

mng man, 22, 2 years' experience knows pe, engravings; understands preparation my and layouts, university trained in ad-criting, salary secondary. Box 712, P. I.

FREE LANCE ARTISTS

oring many national (and small) acmuts, solicit your business. We draw
ything. Wright-Frovost, 3 W. 29th
t, New York City. Bogardus 0161.

ARTIST

mailzing lettering at YOUR price.

Reptional work, free lance, prompt

rice, desires several more accounts.

E. Karcher, 154 Nassau Street, man 0741.

# OUNG MARRIED MAN

versatile typographer, layout and pro-ceion man. Knows art, printing and graving. A shrewd buyer. College lined. Box 710, Printers' Ink.

#### MALE SECRETARY

23; expert and efficient. 4 years' advertising experience. Now employed, but available on month's notice. Would prefer position in New York. Box 720, P. I.

EDITOR-WRITER — Expert knowledge chief industries, some publicity experience, wants editorial or publicity position, whole or part time. College graduate, married, 38. Moderate salary. Box 704, P. I.

177

ARTIST-ART DIRECTOR—CAPABLE MAKING OUT-OF-THE-RUT LAY-OUTS AND FINISHED ART in all mediums, part or full time. 4-A experimediums, part or full time. 4 ence. Box 726, Printers' Ink.

YEARS' Varied Copy Expe-12 YEARS' Varied Copy Large rience with magazines, manufacturers, advertising agency, printer, newspaper. Box 716, P. I.

#### ADVERTISING SALESMAN

desires connection with publication or with an agency. Seven years' experience. Box 703, Printers' Ink.

COPY WRITER also creates splendidly finished layouts in pencil, wash and color, national, mail order, direct mail outstanding experience with largest accounts; accustomed to handle difficult problems without supervision; New Yorker; go anywhere. Box 717, Printers' Ink.

#### AGENCIES!

12 years' studio and agency experience, practical knowledge of all production processes—can work in any media—is desirous of obtaining a position with a progressive advertising agency as art director, visualizer or staff artist. Box 705, P. I.

#### ADVERTISING SOLICITOR

Conscientious, alert, effective young wo-man; successful selling experience; 2½ years present publication; wants position on sales staff of well rated established publication; eastern territory; headquar-ters New York; salary and commission above quota. Box 711, Printers' Ink.

I Wish to Place my former secretary who has had varied experience and was with me for four years in a large advertising agency. I should like to see her secure a position where her advertising and merchandising experience would be useful as well as her secretarial ability. George S. Fowler, c/o Simmons Company, 230 Park Ave., N. Y. C.

#### ART DIRECTOR PRODUCTION MANAGER

with ability to create visuals, layouts and dummies that have real merchandising appeal. Lettering, finished art work. Capac ty to apply every modern process of art, typography, printing and engraving. Available to large advertiser, publisher or agency in New York. Box 722, P. I.

#### PRODUCTION MANAGER SEEKS CHANGE

10 years' extensive agency experience directing art, engraving, typography and printing. Can handle large volume quickly and efficiently. Good at layouts. Age 30, married. Present salary \$6,000. Chicago or nearby preferred. Box 708, Printers' Ink.

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Company

re Co...

Co., Inc.

Goods-

ttainable

authorized.



# The Big Paper Mills, Too

Buying the piping which in one paper mill alone handles enough water every day to supply a city of 100,000 persons is one of the jobs of the engineer in charge of heating, piping and air conditioning.

The heating and air conditioning equipment, too, are purchased or requisitioned for purchase by this man. In the big paper mills the investment in heating, piping and air conditioning runs into the millions.

Paper mills, however, represent only one of the industries which this paper covers. It brings to the engineer in industry, and the designing and installing forces who handle this equipment through all the developments of its use, the only information which pertains strictly to their work.

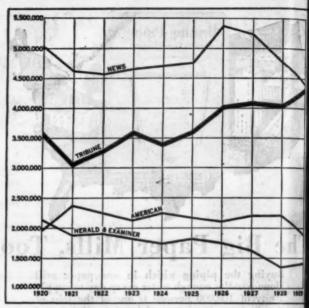
It is making the job of selling heating, piping and air conditioning much easier for many of the leading manufacturers. May we send you "Some Pertinent Facts on Heating, Piping, Air Conditioning"?

Member of the A. B. C.

Published Monthly by

NGINEERING PUBLICATIONS, Inc.

1900 Prairie Avenue, Chicago, Ill.



ADVERTISING LINEAGE OF CHICAGO LOOP DEPARTMENT STORE

# Chicago Department Store Swing to the Tribune

THE above chart presents a vivid picture of the trend of Chicago's loop department store advertising. In 1920 the Tribune carried 3,610,313 lines of advertising from loop department stores. In 1929 this volume was increased to 4,347,072 lines, a gain of 736,759 lines. In this same period these stores decreased their lineage in the other three leading newspapers to the tune of 1,399,094 lines, every newspaper except the Tribuse car-

rying less lineage in 1929 than the did in 1920.

In 1929 the four leading newspape shown above carried 12,115,51 lines of advertising from the load oppartment stores. In 1920 the four newspapers carried 12,777,84 lines. In other words, loop department stores in 1929 bought 662,33 less lines in the leading four new papers as a group but 736,75 more lines in the Tribune. For the reasons, ask a Tribune sales

Chicago Tribune